

ABSTRACT

Telecommunications service is sector which is growing and will continue to grow. In this time growth of telecommunications become fast and change the market of monopolies to competition. PT Telkom in its effort to launch the new service of telecommunications that will be added to TELKOMFLEXI and TELKOMSMS, that is Telkom MessageList (TML). It is of course need a correct marketing strategy. Intention of this research are to know market characteristic, behavioral communicate, knowing potential market and available market, segmentation, targeting, positioning, and inputs to develop TELKOMFLEXI and TML concept.

In this research, we use questionair as instrument and use method of descriptive research. We use approach apriori to segmentation of market which base on behavior of level usage. Next, to testing this segment, we use test of diskriminant. By using test of diskriminant we will know the difference of each segment. And also used calculation of frequency and crosstabs to know potential market, available market, market characteristic, behavioral of market, characteristic segment, targeting and also positioning.

From the result of processing data, we get potential market of TELKOMFLEXI 76.2%, available market of TELKOMFLEXI 73.3%, potential market of TML 59.52%, and available market of TML is 59.52%. And then, we will know market segment characteristic that each segment can be differentiated from some variable that is expenditure, need of usage of handphone, facility of HP which is often used (telephone, sending message / SMS), behavioral (telephone for the business of work / business, more using handpone to phone, and Look for information by detail).

From the result of segmentation analysis, we can determine target of market that is segment 2. Hereinafter from the result of targeting analyse, we can do analyse positioning and get the statement positioning " TELKOMFLEXI, new amenity communicating". We also obtain inputs concerning of TML tariff concept, Abonemen concept, and inputs to develop TELKOMFLEXI and TML concept.

Keywords : *Telkom MessageList (TML), segmentation, targeting, positioning.*