

ABSTRACT

TelkomNET Instan is an easy service dial-up internet from PT. Telkom without subscribing. And this moment, PT. Telkom will enhance The Internet Call Waiting as a new feature of TelkomNET Instan. The aim of this feature is giving more comfortable to customer of TelkomNET Instan. Because with this facility, the customer of TelkomNET Instan is possible to know and able to connect with telephone line which used to access TelkomNET Instan. Therefore, though TelkomNET Instan have launched to market, but with Internet Call Waiting as additional feature and behavior of market which always change, so PT. Telkom remain to have to research into market. The aims of this research are getting more knowledge of target market characteristic and knowing about the concept of this service which wanted by market. So that in formulating marketing strategy of TelkomNET Instan and Internet Call Waiting as a new feature which consists of segmentation, targeting and positioning, can effective and reach the optimal result.

The data collected by spreading questioner to customer and non customer of TelkomNET Instan, using simple random sampling for existing customer and convenience sampling for non customer TelkomNET Instan. The segmentation of data processed by cluster analysis, while association test, cross tabulation and frequency distribution used to determine characteristic of each segments which have been formed. The steps of this research are creating market segmentation, targeting the market, determining the positioning statement of this service and formulating the concept of TelkomNET Instan and Internet Call Waiting which according to responders expectation.

The result of this research shows that the potential market of TelkomNET Instan is 88,2% and potential market of Internet Call Waiting is 80,88%. And the available market of TelkomNET Instan is 79,96% while the available market of Internet Call Waiting is 58,33%. Market segmentation of TelkomNET Instan with Internet Call Waiting as a new feature based on behavior of responders about internet access service and motivation of responders to use internet access service. According to the result of cluster analysis, this segmentation process yield 2 market segment. That is segment 1 equal to 34,45% and segment 2 equal to 65,55%. From both of them, the first priority as target market is segment 2. This election with consideration that this segment, besides the amount of proportion is larger than segment 1, this segment also has potency to increase revenue of PT. Telkom in fulfilling its sales target. While, the positioning statement of this service in this research is "*TelkomNET Instan, Akses Internet Mudah dan Nyaman*".

According to the result of this research and level of potential market of TelkomNET Instan with Internet Call Waiting as a new feature, so PT. Telkom still has a big opportunity to improve market segment of internet access dial-up service, especially in Bandung. And presumably, market research continuously will be important thing to do, in order to know the customer expectation and the existing condition of market competition.

Key words : TelkomNET Instan, Internet Call Waiting, Segmentation, Targeting, Positioning.