

ABSTRACT

The growth of the number of internet user in Indonesia has been significantly increased from time to time. Data from APJII shows that the number of internet user in Indonesia are increased by 30% - 50% annually. IPTV is a service which needs a telecommunication technology advance especially an internet bandwidth to transmit the channel of television. Nowadays television isn't only for entertainment but also as a need for many people. Almost family in Indonesia have a television in their house.

As to date, IPTV is only available trial for Jakarta and Bandung area and in early 2008. In order to market the IPTV service, an effective marketing strategy is needed to ensure that the marketing process are running well. Before we can determine which marketing strategy will be used to market the IPTV service, we need qualified information regarding the condition of the market on both potential. Therefore, we require a tool that can process all field attribute data to provide qualified information regarding the mentioned condition of market. As the solution, this final project implement ANP method for GIS application model. The ANP software is used to help decision maker to get the priority of determine an area potential market status. In the end, we get an area potential market of services IPTV. The area will be determine of market strategy from the result priority.

GIS is a tool which can be used to collect, stored, intergrate, process and analyze objects and phenomena in which geografic location is the most important / critical characteristics to be analyzed on (Aronof, 1989). Therefore, the objective of this final project is to design a Geographic Information System (GIS) which can visualized the IPTV service market in Bandung area by presenting the map of both potential and available market of the IPTV service that can be used as a qualified information to assist us in the process of determining the best marketing strategy will be implemented in Bandung area. The further process will then present the output in form of area potential status, area available market status, and attribute data visualization.