

ABSTRACT

The rapid development of technology and communication in recent years with the emergence of 4G technology followed by the latest technology, 5G, has spoiled internet users in Bali. The addition of Bali internet users continues to increase, especially with the COVID-19 pandemic, the need for internet is getting higher. However, there has been a decline in Indosat Ooredoo's revenue in Bali, despite the addition of new sites. The decline not only occurred in revenue but also in terms of market share, Indosat Ooredoo's market share in Bali had reached 16.12%, but its market share continued to decline, crushed by Telkomsel and XL.

Based on the previous description, the purpose of this research is to find out the sites that are the focus of the marketing program, in addition to knowing STP (Segmenting, Targeting and Positioning) and how the optimal marketing strategy (Marketing Mix) on existing sites, so that it can facilitate the selection of appropriate and efficient marketing strategies on these focus sites.

This research is a research using mixed methods analysis, which is a combination of qualitative and qualitative methods. The qualitative method was used to determine the Internal and External Factor Evaluation (EFE and IFE) variables, indicators and weights obtained from experts through FGDs, in-depth interviews and surveys. The research resulted in IFE having 2 variables with 8 indicators and EFE having 3 variables with 12 indicators. The highest weights for IFE indicators are Network Coverage, Network Utilization and Download Speed while for EFE the highest are Revenue, Data Traffic and Population, while quantitative methods are used for primary data processing such as market share, revenue, traffic and others.

Determination of segmentation using K-Means Clustering based on existing variables resulted in 7 segments. Then from the segmentation results and weights, the coordinates of each segment are calculated and mapped into the Hooley strategy matrix. Based on the results of the study, to create an appropriate and efficient marketing strategy, the selection of focus sites as many as 131 sites became the priority sites and the main focus of marketing programs at Indosat Ooredoo Bali.

The results of this study are expected to be implemented to the Indosat Ooredoo Bali regional team so as to increase sales, revenue and competitiveness of Indosat Ooredoo Bali.

Keywords : Segmentation, Targeting, Positioning, Marketing Mix, Telecommunication, Clustering, K-Means