ABSTRACT

Roll-Out of product Flexi Trendy to the market in this time require a researching into which deal with market compartment and also effective marketing strategy utilize can win the emulation in struggling of market pre paid seluler card. From the complexity owned by the society in assessing a service of pre paid card and also respon which different each other to a product, becoming piquancy for PT. TELKOM to learn the consumer behavior faced and also see the its product growth opportunity for the time of forwards which can be used as a furthermore product development base. As for researching into market compartment which can reply this matter is by conducting predict of market compartment by using Markov Chain, predicting conducted by checking respon society and also know the pattern of transfer of consumer of pre paid card, where the result form the prediction show the make-up of market equal to 9,52% from very interested market to product and Flexi Trendy predicted will settle the its market compartment become 32,45% in Surabaya for two-semester come. However the result form the prediction have to be supported with the correct marketing strategy, considering this product have had the competitor which there have beforehand. With the process Segmentating conducted knowable that character of customer of pre paid card in Surabaya to be served divisible become 4 segment, where each segment own the behavioral difference to attribute of pre paid card. From fourth the segment conducted by process Targeting to aim at the segment 4 with the enthusiasm potency subscribe to biggest with the penetrating focus at demography of age and work type. Is hereinafter conducted by Positioning product to determining excellence of Flexi Trendy as product of pre paid card in local area with the cheap cost conversation and anticloning. Seenly that segment which aimed at very making account of quality signal and remember the product growth which predicted will experience of the improvement, hence Flexi Trendy shall conduct the infrastructure repair supporting the make-up of signal quality, utilize to maintain the loyalty market owned.