Marketing Strategy for Broadband Internet Services on Ship Coconnet Products by PT. Telkom Indonesia

Galih Praba Kusuma & Arifin Sitio, Prof. Dr. M.Sc
Master of Management Program Graduate Program, University of Mercu Buana 2018, West Jakarta, Indonesia

*Corresponding author
Galih Praba Kusuma

Abstract: Currently there is an obstacle in terms of internet access connectivity that occurs in Indonesia, especially for users of sea transportation. Very often we find a situation where when a passenger of a ship is in the middle of a trip, the connectivity of internet access cannot be used when in the middle of the sea. In fact, with the existence of the Sea Toll Program by the Government of Indonesia which was launched in 2015 which has an impact on the addition of the total ships prepared, the number of passengers is increasing year by year due to the opening of access via these ships to the destination island. By looking at this phenomenon, PT. Telekomunikasi Indonesia together with PT. Pelni Indonesia cooperates as a form of synergy between SOEs. The collaboration is to provide telecommunications networks and internet access in all ferry vessels owned by PT. Pelni Indonesia and use retail sales system for Coconnet product vouchers in retail to all passengers of a ship. n the beginning of 2017, Telkom Group launched a new product called Coconnet (Connectivity Of Internet), a product that is a Prepaid Internet Voucher that can be used to meet the need for communication and internet networks for passengers and crew when they are in the middle of the sea . The presence of these products is a solution for passengers and crew when experiencing difficulties and obstacles in communicating on board because there is no communication network in the middle of the sea. Therefore, to maximize the new product launched by Telkom, namely Coconnet, it is very important for telecommunication companies to have a marketing strategy so that they can predict which telecommunication products can be used and estimate the extent of the success of the Coconnet products that have been issued. With a good strategy supported by the tools used to measure product success, the industry and companies can focus on improving the right factors for products that have been produced so that they can produce the right products to answer customer needs and can continue to maintain success in the Indonesian telecommunications market.

Keywords: Strategy, Product, Distribution, Price, Product Quality.

INTRODUCTION

In the current era of globalization, telecommunications plays a very important and strategic role in human life. Through communication technology, humans can exchange information remotely with relatively fast and efficient time, one of them by using internet access. With the rapid development of technology and awareness of the importance of getting information, many people are interested in using the internet as an alternative to be able to access information and conduct communication activities. The telecommunications industry is the industry that is the most developed and involves many parties, both as business people and labor in it. The uniqueness of telecommunications is the concept that is connected and developed without any limitations. On January 26, 2017, the research company Wearesocial.com announced the latest report regarding the development of internet use in Indonesia. The results mention Indonesia as a country with the largest number of internet users in the world. Only had around 88.1 million internet users in early 2016, the number of internet users in the country has increased by 51 percent to 132.7 million users in the beginning of 2017. But from the side of the device used to access the internet, there is no significant change. As many as 69 percent of Indonesians still access the internet via mobile devices, and the rest through desktops and tablets. Currently there is an obstacle in terms of internet access connectivity that occurs in Indonesia, especially for users of sea transportation. Very often we find a situation where when a passenger of a ship is in the middle of a trip, the connectivity of internet access cannot be used when in the middle of the sea. In fact, with the existence of the Sea Toll Program by the Government of Indonesia which was launched in 2015 which has an impact on the addition of the total ships prepared, the number of passengers is increasing year by year due to the opening of access via these ships to the destination island. By looking at this phenomenon,

PT. Telekomunikasi Indonesia together with PT. Pelni Indonesia cooperates as a form of synergy between SOEs. The collaboration is to provide telecommunications networks and internet access in all ferry vessels owned by PT. Pelni Indonesia and use retail sales system for Coconnet product vouchers in retail to all passengers of a ship. In the beginning of 2017, Telkom Group launched a new product called Coconnet (Connectivity Of Internet), a product that is a Prepaid Internet Voucher that can be used to meet the need for communication and internet networks for passengers and crew when they are in the middle of the sea . The presence of these products is a solution for passengers and crew when experiencing difficulties and obstacles in communicating on board because there is no communication network in the middle of the sea.

Therefore, to maximize the new product launched by Telkom, namely Coconnet, it is very important for telecommunication companies to have a marketing strategy so that they can predict which telecommunication products can be used and estimate the extent of the success of the Coconnet products that have been issued. With a good strategy supported by the tools used to measure product success, the industry and companies can focus on increasing the right factors for products that have been produced so that they can produce the right products to answer customer needs and can continue to maintain success in the Indonesian telecommunications market. On this occasion, the author conducted research on Coconnet Products issued by PT. Telkom Indonesia to optimize the marketing of these products. Researchers focus on conducting research on "Marketing Strategy for Internet Boardband Services on Ship Coconnet Products by PT. Telkom Indonesia "to analyze the use of appropriate marketing strategies to increase the sales value of these products.

RESEARCH METHODS
Types of Research
The type in this research is descriptive method by means of case studies (observational case studies) through both qualitative and quantitative data input approaches/ mix method [1], in marketing Coconnet products at PT. Telkom Indonesia. Because in this study, the author departs from a case study that produces qualitative data input (human perception) with the help of a questionnaire.

Types and Data Sources
The data used in this study are primary data and secondary data. Primary data is data obtained from direct observation at field and data obtained from interviews and questionnaires by selected respondents. The thing that must be ascertained is the respondent are parties who understand marketing strategies and also as the object of the marketing strategy [2]. Secondary data is supporting data from primary data obtained from related literature studies such as the National Statistics Agency (BPS), previous research, and other relevant library material [3].

DATA COLLECTION METHODS
Data collection methods conducted in this study are:
- Interview Techniques. The interview is a process of collecting data by asking questions to the resource person to be answered orally, assisted by questionnaires and interview guides. The guide lists strategic issues formulated in the SWOT analysis that can be used as guidance for informants in answering questions [4], this is done by asking questions with people who are considered interested and have knowledge and experience about the scope of the company and product marketing strategies Coconnet by PT. Telkom Indonesia.
- Literature Technique. Performed by reading and studying books related to the title of research and other literatures that support the implementation of research.
- Questionnaire. Filling in the questionnaire was done by respondents, namely PT. Telkom Indonesia, PT. PT Pelni Indonesia as well as Marine Passengers. The selection of respondents is based on the consideration that the party who has the knowledge, experience and expertise related to marketing Coconnet products by PT. Telkom Indonesia [3]
- Observation. The observation technique carried out by this research is through open observation (overt observation). In this situation the researcher is clearly identified and during observation the subject is aware that they are being observed. This technique is carried out to observe physical conditions and objective events related to the marketing strategy of PT. Telkom Indonesia..

Analysis Method
- SWOT Analysis
- Analytical Hierarchy Process (AHP)

The use of SWOT analysis is carried out to analyze the internal factors of the employer in the industrial area so that it is known what factors are strengths and weaknesses. Besides analyzing internal factors, an external factor analysis is also conducted to find out the opportunities and threats faced in order to improve the competitiveness of small industrial areas [5]. Based on the results of the SWOT analysis, selected policies were obtained which could be used as a marketing strategy for the company. and then continued with comparison the analysis to determine the selection of policy priorities by using AHP.

RESULTS AND DISCUSSION
This chapter will discuss data obtained from research respondents. In addition, this chapter also

discusses the results of SWOT and AHP analysis processing and interpretations that will be used for managerial implications that are useful in improving corporate marketing activities.

SWOT Analysis of Coconnet Products
Strength (S)
- Can be used on board
- Sales of internet vouchers on ships in retail are only telkom, which provides telecommunications services today.
- There is no expired voucher period.
- Products are easy to obtain or easily purchased at affordable prices
- Placement of advertising media in public places such as banners, billboards, banners in public places in the Port throughout Indonesia and social media.

Weakness (W)
- Only usable
- right on the PELNI ship. Outside pelni ships cannot be used, because they have not yet made a comprehensive sale of Communication Services to Sea and Private operators.

- Very vulnerable to weather. During good weather, the connection will be smooth. If the rain conditions, the internet connection will be interrupted.
- The choice of quota is still not large enough.

Opportunity (O)
- The number of marine vessels users is very large from year to year
- The addition of routes as well as private and state-owned naval fleets has increased their volume from time to time.
- The interest of the public, especially the passengers of the ship, is very large, given the limited telecommunications / internet facilities on the ship while in the middle of the sea is very limited and can not even access the internet at all.
- Variations in passengers cover all elements of the community's economy

Threat (T)
- Understanding the middle and lower classes about internet access on ships is still lacking.
- The emergence of competitors such as for example PT Telenet, which began copying telkom technology.
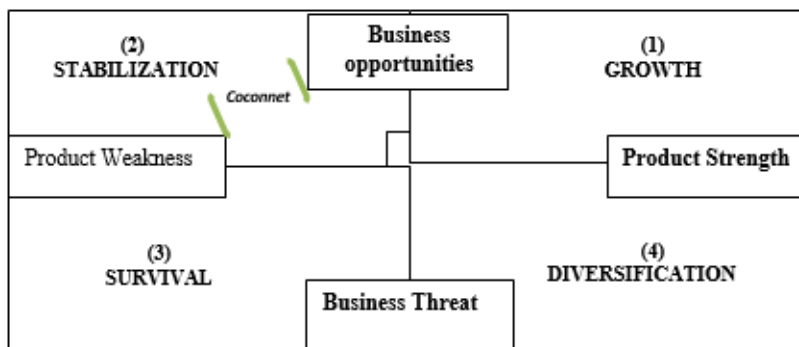
AHP Analysis of Coconnet Product Business Strategies
AHP analysis is carried out to determine business strategy priorities that must be carried out for coconnet products [6]. The results of data processing with AHP can be described as follows.

Pairwise Comparison Matrix Data Collection
The initial step of AHP method is the determination of pairwise comparison matrices on the following criteria and alternatives.

Criteria Determination
From the results of the SWOT analysis and based on theoretical studies in this study, researchers get four aspects of the best strategy measurement that can be used as criteria to measure the product as

criterion 1, price as criterion 2, promotion as criterion 3 and distribution as criterion 4.

Alternative Determination
The goal in this study is the best business strategy for coconnet products from Telkomsel based on the ranking from the highest to the lowest for the criteria required by the company. The category in this study is the business strategy that this company must do based on the results of the SWOT analysis. There are 7 (seven) business strategies as alternatives that will be analyzed, namely:
- Variation (variety)
- Quality Improvement
- Differentiation
- Human Resources (HR)
- Communication Media
- Environment
- Location
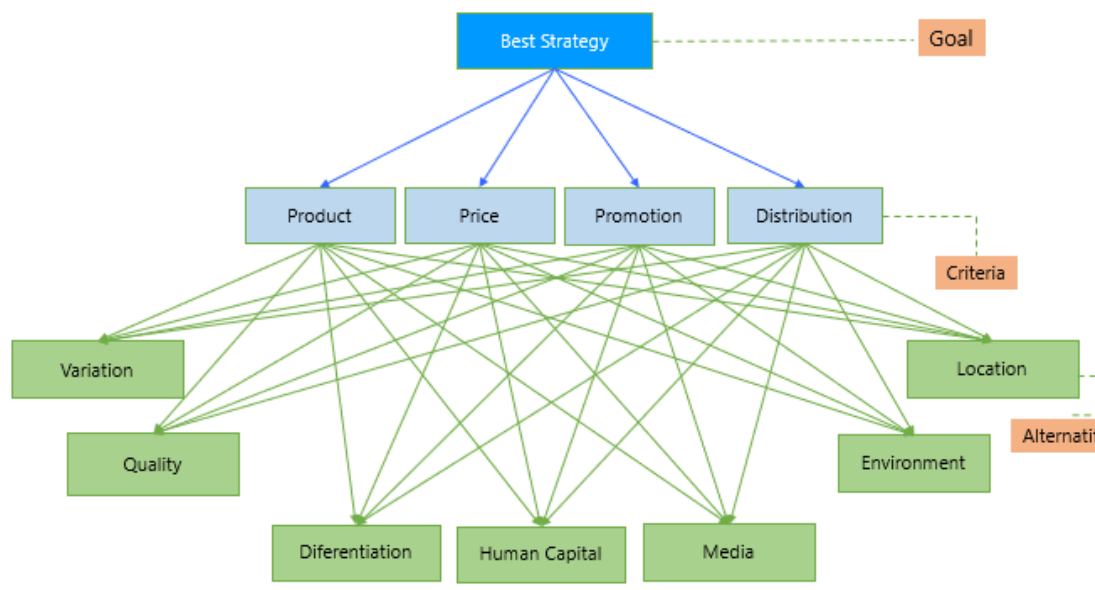
Weighting Criteria

The initial step in the decision support system with Analytic Hierarchy Proccess (AHP) method is to give weighting to each of the criteria needed by the company. In weighting, each specified criterion is given a certain weight by comparing the level of importance of each criterion at the same level. If this is done up to the last level, we will get the weight of each of these criteria. After that by comparing the level of importance of the choices that exist for each criterion, it will get a quantitative value from each choice that reflects the level of quality of choice. To determine the weight of two or more criteria that are on the same level, a comparison is made between these criteria, this is called the pairwise comparisson. Usually the numbers used to compare these range from 1 to 9.

The comparison process can be stated with variable scale preparation. Two equally important elements will produce a number 1, whereas in two elements the reciprocal axiom will be applied, meaning "if element a is assessed 2 times more important than element b, then element b will be judged otherwise than element a, which is ½".

If there are 10 elements, a 10 x 10 pairwise comparison matrix will be obtained. So if there are n elements, n x n size pairwise comparison matrix will be obtained. In determining the criteria aspects of the Coconnet business strategy, there are 4 elements or 4 defining criteria. Then we will get a 4 x 4 pairwise comparison matrix.

Determination of importance between criteria is valued by experts who are experienced in the company and understand correctly about this criterion that is understanding in detail the company's needs for the company's business strategy The weight between criteria can be seen as follows.

- Product elements are as important as price elements
- Product elements are 2 times more important than promotional elements
- Product elements 4 times more important with distribution channel elements
- Price Element 2 times more important than the Promotion element
- Price Element 4 times more important than distribution channel elements
- Promotional Elements 2 times more important than distribution channel elements.

From the above data, the reciproca axiom will apply, which is the value of the reverse element as follows:
- The price element of the product element is 1/1
- Promotional elements of the ½ product element
- The distribution channel element of the product element is valued ¼
- Promotional elements of the ½ price element
- Ezlemen's distribution channel against the price element is worth ¼
- The distribution channel element of the promotion element is worth 1/2

From the comparison above it can be concluded that the weight of each criterion is:
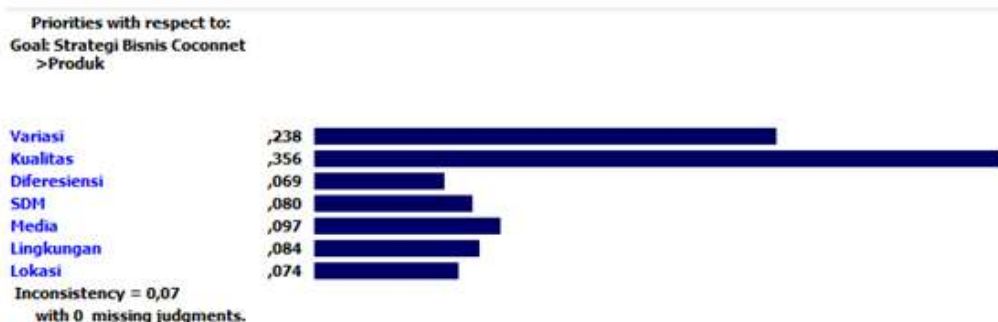Product = 4
Price = 4
Promotion = 2
Distribution = 1

From the results of weight calculations using expert choice 11 software, the results of eigen vector for products worth 0.364 are obtained, for the price is 0.364, for the promotion is 0.182 and for the distribution channel is 0.91. The inconsistency value is 0 <0.1, this means that the difference in the eigenvalue

of the vector is not significant or the data is considered valid.

Alternative Selection of Business Strategies

Pairwise Comparison Between Alternative Business Strategies Against Product Criteria.

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Priorities with respect to:
Goal: Strategi Bisnis Coconnet
    >Produk

Variasi          ,238  ████████████████████
Kualitas         ,356  ██████████████████████████
Diferesiensi     ,069  ██████
SDM              ,080  ███████
Media            ,097  █████████
Lingkungan       ,084  ████████
Lokasi           ,074  ███████
Inconsistency = 0,07
    with 0  missing judgments.
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Based on the results of the data above, it can be seen that the alternative vector eigenvalues for the product criteria are, the highest is the quality improvement with a value of 0.356. Then the variation with a value of 0.238, then the media with a value of 0.97, then the environment with a value of 0.84, then HR with a value of 0.080. The location has a value of 0.74 and the lowest is the Alliance with a value of 0.69.
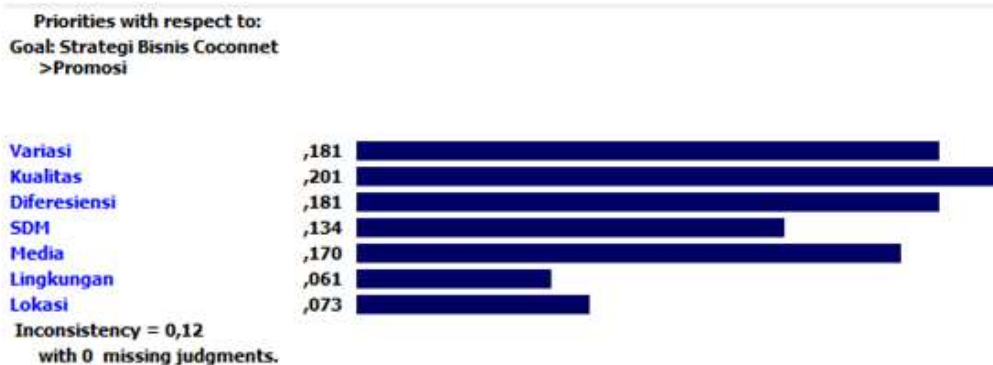
Comparison of pairs between Alternative business Strategies to Price Criteria

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Priorities with respect to:
Goal: Strategi Bisnis Coconnet
    >Harga

Variasi          ,217  ██████████████████████████
Kualitas         ,206  █████████████████████████
Diferesiensi     ,146  █████████████████
SDM              ,108  █████████████
Media            ,176  ████████████████████
Lingkungan       ,075  █████████
Lokasi           ,070  █████████
Inconsistency = 0,02
    with 0  missing judgments.
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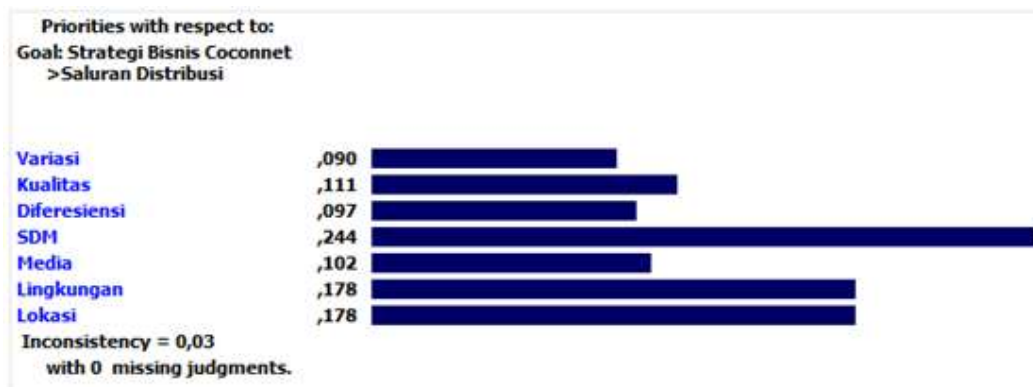
Based on the results of the data above can be seen the alternative vector eigenvalues for the price criteria are, the highest is the variation with a value of 0.217. Then the quality with a value of 0.206, then the media with a value of 0.176, then verified with a value of 0.146, then HR with a value of 0.108. The environment has a value of 0.75 and the lowest is a location with a value of 0.70.

Pairwise Comparison Between Alternative Business Strategies against Promotion criteria

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Priorities with respect to:
Goal: Strategi Bisnis Coconnet
    >Promosi

Variasi          ,181  ████████████████████████
Kualitas         ,201  ███████████████████████████
Diferesiensi     ,181  ████████████████████████
SDM              ,134  ██████████████████
Media            ,170  ███████████████████████
Lingkungan       ,061  ██████
Lokasi           ,073  █████████
Inconsistency = 0,12
    with 0  missing judgments.
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Based on the results of the above data can be seen the alternative vector eigenvalues for the promotion criteria are, the highest is the quality with a value of 0.201. Then the variation and differentiation have the same value of 0.181, then the media with a value of 0.170, then HR with a value of 0.134, then the location with a value of 0.073 and the environment has a value of 0.61 or the lowest.

Comparison of Paired Between Alternative business strategies to Criteria for Distribution Channels.

Based on the results of the data above can be seen the alternative vector eigenvalues for distribution criteria are, the highest is human resources (HR) with a value of 0.244. Environment and location with the same value of 0.178. Then the quality with a value of 0.111, then the media with a value of 0.102, then diferesiansi with a value of 0.097, and the lowest is the variation of variation with a value of 0.90.

CONCLUSIONS

There are several conclusions related to the discussion and interpretation of the previous chapter as for the following:

*   Coconnet products are in poor condition using internal strength to overcome internal weaknesses. While using external opportunities is good enough to avoid external threats. The strategy that can be used by Coconnet Products is to penetrate the market and improve services by optimizing promotion in marketing Coconnet Products that are expected to attract new customers and keep customers loyal by responding to customer complaints and suggestions.
*   While the strategy of improving services can be done by utilizing cooperation with other institutions and partner agencies by improving the quality of the Human Capital.
*   Based on the results of the decision support system with the Analytic Hierarchy Process (AHP) concerning the selection of business strategies, the business strategy of the best Coconnet products can be determined is the improvement of quality, especially in Coconnet products. So that this business strategy can be said to be more in line with the needs of the company and can be profitable.

From the results of the research conducted, there are several suggestions for the parties concerned, as for the following:

*   It is expected that the company can penetrate the market and improve services by optimizing promotion in marketing Coconnet Products that are expected to attract new customers and keep customers loyal by responding to customer complaints and suggestions.
*   It is expected that companies can improve product quality as a top priority in Coconnet's business strategy.
*   It is expected that this research can be used as a reference for other researchers who do not research about similar research by developing variables and with different methods as a comparison.

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