

Marketing Communication Strategies for IM3 Card in Seeking Teenager as Target of Market in Yogyakarta

Fadeyanto Prabowo

Alumnus of Department of Communication Studies FISIPUPN “Veteran” Yogyakarta
Kampus II Jln. Babarsari No. 2 Yogyakarta 55132

Abstract

Ten operator telecommunication industries in Indonesia fight in competition to get subscribers. These are Telkom, Telkomsel, Indosat, Excelmindo, Hutchison, Sinar Mas, Sampoerna, Bakrie, Telecom, Mobile-8 and Cell Phones Natrindo. They try to grasp market share of subscribers in telecommunication industries. Many still believe that market potential was still opened especially the growth the teenagers as subscriber. Therefore, we can observe that competition to grasp market potential of teenagers was tight position one another. They was racing to qualify their own products so consumers and customers can think, perceive and make decision to purchase their needs in related to telecommunication products. Indosat as one important of player within industries always tries to improve the sales volume of the product including the IM3 Card. Therefore, at this point, this research was to know how marketing communication strategies do segment IM3Card for the teenagers as the potential market in Yogyakarta. Data was obtained by interviews, observation and document analysis. The result show us that many strategies of creative that was developed based on research and trends of teenagers lifestyle.

Keywords: Marketing Communication, Strategy, lifestyle, Teenagers, IM3, Indosat

Introduction

There has been present more than 10 telecom operators Indonesia. They include Telkom, Telkomsel, Indosat, Excelcomindo, Hutchison, Sinar Mas, Sampoerna, Bakrie Telecom, Mobile-8 and Cell Phones Natrindo. Changes in global economic environment and the rapid development of telecommunications technology have created a new paradigm in telecommunications. In 2008, Indonesia entered in the list of 6 biggest countries with the highest number of cellular subscribers. The number of cellular subscribers in the second quarter of 2008 reached the amount of 116 million, and was in the 6th position as a country that had the most mobile subscribers. The top position was

occupied by China (585 million), followed by India (291 million), the United States (259 million), Russia (172 million), Brazil (134 million), Indonesia (116 million), Japan (103 million), Germany (103 million), Italy (90 million), and Pakistan (86 million) (S. Assery, KR, Edition July 17, 2008).

Along with the growth of mobile telecommunications business in, the competition between mobile operators in offering its products is getting high. Figures of teenagers and even children appear in television commercials. They have become the potential target for the cellular phone market. Low fares and attractive content are two of the main attractive factors for the youth toward mobile phone operators.

According to the survey, IM3 which is one of the products of Indosat is a service most widely used by teenagers. Indosat has consistently treated customers who originally considered a potential, among teenagers, through IM3 card. IM3 card is positioned as a card for student or university student. In its development, IM3 customers are most loyal customers, which even attract young customers of other telecommunication providers to also have IM3 card as a second or third card (Marketing Magazine - Issue 01/2009).

IM3 has had special features which are preferred by young people, such as M3-Blog which invites consumers to create a blog and can now be accessed through mobile phones. Thus, users no longer need to write and send a diary or other record on the computer, rather they can use phone, even any photographs obtained from cell phones can be sent.

Another interesting feature is the MMS Photo Album. M3-Messenger feature also opens new opportunities for real time message delivery with more number of characters and emoticons. With all of these features in fact many things that can be offered by IM3. The I-TEXT MESSAGEWARNA application is also a breakthrough that never thought of by the other provider. On the other hand, IM3 under the banner of great Indosat is reinforced by other subsidiaries. Name it IM2 which has multimedia business, including providing hotspot service in some places. Various gimmicks offered by such applications IM2 Race4Win games, should also support the use of mobile.

Indosat's success in working on youth segments has driven another telecommunication provider to target segments involved adolescents. Other providers who also target youth segments are Telkomsel with its "AS" product and Excelcomindo Pratama with "XLfree". In their early appearance, Telkomsel and XL position their service as premium, with rates that are more expensive. However, Telkomsel and XL then changed their strategy by changing their market segmentation to middle class, and targeted youth segmentation. The difference lays on how Telkomsel maintained its premium

service with "Halo" product while the XL card products changed its market segmentation drastically and no longer compete in the premium class.

XL is a major competitor of Indosat IM3 in the fight of teen market. The data from Post and Telecommunication Department showed that Indosat customers increased by 7.8 million subscribers from 24.5 million at the end of 2007, and at the end of the first half of 2008 already reached up to 32.3 million, raised up to 132 percent. However, the increase achieved by XL is much larger, up to more than 150 percent or 7.6 million new customers, from 15.3 million subscribers at the end of 2007 to 22.9 million by the end of June 2008. In terms of net profit of PT Excelcomindo Pratama Tbk (EXCL) has been recorded until the third quarter of 2008 amounting to 891 billion IDR, or raised up to 328%. Meanwhile Indosat in its release on Tuesday (21/10) mentioned the operating revenues for nine months in 2008 reached up to 36 trillion IDR, up to 14,9% from 2007 total of 188 trillion IDR. (www.Kapanlagi.com, accessed on February 10, 2009).

The fact that there were other competitors who worked on the existence of market segmentation in particular youth has an impact on the more strict competition between telecommunication providers. This condition had forced Indosat to develop innovative products and strategies in order to continue to maintain its teen market segmentation that had been well managed over the years. One of the strategies used by IM3 was to reduce IM3 tariff 3 which was originally only specialized on low rates TEXT MESSAGE service but now included talks. IM3 slogan as "TEXT MESSAGE Bangeets" changed to "TEXT MESSAGE bangeeets dan nelpon bangeets".

The above description explains that the competition between telecommunication providers in targeting youth segmentation were very tight that innovation and marketing strategy were required to win the hearts of the youth of Indonesia. Thus, I was interested in further researching on Indosat IM3 marketing strategy

and product innovation in adolescents, especially in Yogyakarta and surrounding areas.

Problem Statement

Based on the background above, a problem statement is proposed as follows:

How is the marketing communication strategy of IM3 in segmenting youth in the city of Yogyakarta?

Theoretical Framework

Individual Differences Theory

DeFleur & McQuails (1988:5) defines mass communication as a process through which communicators use the media to disseminate messages widely and constantly, and is expected to affect a large and diverse audiences through a variety of ways.

DeFleur and Ball-Rokeach introduce theories of communication and motivational approach of uses and gratification model. DeFleur and Ball-Rokeach public meeting with the media view based on three theoretical frameworks: the individual differences, social categories and social relations perspectives.

Develop a communication strategy to be determined, the rubric or show where to target audience (target audience) and which ones to target groups (target groups) the determination of these other consequences related to sociological or psychological aspects, all of which were for the effectiveness of communication.

For the strategy of mass communication, mass communication components and complex require thorough analysis. To discuss this, theory from Melvin L. DeFleur can be adopted. In his book entitled "Theories of Mass Communication", he put forward three theories, each of which he called Theory of Individual Differences, Social Relationships and Cultural Norms Theory Theory (1989:166).

Individual Differences Theory states that the audience is selectively pay attention to a communication message, especially if it relates to his interests, will be in accordance with the attitudes, beliefs and values. His response to the messages will be modified by his psychological order.

As a cellular card which targeting youth market segment, IM3 should be able to direct the communications submitted to seep into the psychological realm. This is done by making IM3 concepts that fit well with the youth in communicating the use of the term, the model used and so identifies himself with the youth.

If the view of Individual Differences Theory of the communication process is in accordance with the findings in general psychology, then the second theory that is the Social Categories Theory seems to stem from general sociological theory of the masses. The basic assumption of the second theory of Melvin L De Fleur is that despite the heterogeneous nature of modern society, people who have the same number of properties will have the same traditional lifestyle. The similarity of orientation and behaviour will have links to the symptoms caused by the mass media.

A number of general properties can be regarded as a trend or a lifestyle. Lifestyle of teenagers who tend to like to hang out and congregate amongst each other and using the internet is a trend of teenagers today. This opportunity is captured through the issuing of IM3 products in accordance with the teen lifestyle, such as IM3 Groovy and IM3 friendship.

The third theory, Theory of Social Relationships, is based on "two step flow of communication" that has been presented by Paul Lazarsfeld and his colleagues. According to this theory, a communication message was first reported through mass media to opinion leaders. In turn the opinion leaders passed through the messages via interpersonal communication to people who are less openness to the media.

Opinion leaders are people who have a psychological effect for certain segments such as artist, model and celebrity. The use of opinion leaders is very important in influencing adolescent preference in choosing a cellular product; this is what encourages IM3 using famous models and celebrities to communicate its products.

From the above theoretical study, it can be explained that the different perspective of individual view in attitude and individual psychological personal organization will

determine how the individual chooses to stimulation from the environment, and how it gives meaning to these stimuli.

Social categories perspective assumes that within society there are social groups, a reaction to certain stimuli tend to be the same. Social groups based on age, gender, income level, education, housing and religious display response categories. The members of a particular category will tend to choose the content of the same communication and will respond to him with much the same way too.

Social relations perspective emphasizes the important role that informal social relationships in influencing people's reactions to mass media. Lazarfeld called it "personal effects". As described earlier, this perspective looks at the model of "two step flow of communication". In this model, the information moves through two stages. First, information is moving at a group of individuals who know and often know more media attention. Second, the information moves from the people that is called "opinion leaders" and then through interpersonal channels delivered to individuals who rely on them in terms of information.

In short, various factors will influence people's reactions to mass media. These factors include individual psychological personal organization as a potential biological, attitudes, values, beliefs, and field of experience of social groups in which individuals become members and interpersonal relationships in the process of receiving, managing, and delivering information.

It is assumed that low educated people who seldom read newspapers, but often watch television. Executive and the business enjoyed commercial section in a newspaper or magazine. Middle class (middle class) tend to prefer educational shows, news, and information.

Groups of adolescents tend to like things related to entertainment and sport. This issue what will be the IM3 considerations in mass communicating with audience including media selection. In order to improve market segmentation in youth, Indosat marketing team the target audience and target groups analysis. This is done with the Individual Differences

Theory, Theory of Social Relationships and Cultural Norms Theory so that the communication implemented with the objective to be achieved won't be counter-productive.

The elaboration of the Individual Differences Theory, IM3 comprehended this as the willingness of individual differences. This means that although in the same segment (youth), some of them have different levels of interest in the services and features such as most preferred internet service and some others like the ringtone service and wallpaper. This is what was used in conducting IM3 communication strategy based on individual differences.

The elaboration of the Theory of Social Relationships, IM3 comprehended this as a major influence of opinion leaders in influencing audiences. This means that the interpretation of the audience will easily influenced by one individual in their lives. It is used by Indosat to do mass communication by using a model or celebrity who is a trendsetter among adolescents.

The elaboration of Cultural Norms Theory, IM3 comprehended this as a major influence of social relationships that existed among community youth audiences. This means that stimuli from the community greatly influence the attitudes and actions of individuals. It is used by Indosat with mass communication to the community - youth community such as schools, music event, and so on.

Marketing Communication

Communication strategy is an activity or communication campaigns that are informational or persuasive to build understanding and support for an idea, products or services that are planned by both profit and non-profit oriented organization, have a purpose, plan and alternatives based on research and have the evaluation (Smith, 2005:3). Strategic communication is not just the public relations activities. Marketing communications is also an embodiment of the concepts of communication (Smith, 2005:3). Public relations and marketing, or marketing is a field that often collide or over lapping. Public relations is a management function that focuses on long-term interaction between organizations

with public-relating to the organization to gain goodwill (Smith, 2005: 4). While marketing communication is the management function that focuses on products or services to satisfy consumer wants and needs (Smith, 2005: 4). Coordination of the two activities can improve the efficiency and effectiveness of an organization and is known as integrated marketing communication (IMC).

Adolescents as consumers of mobile card products are not just buying a card with a cell without having consideration of the factors that may influence them in making decisions such as product, price, location, promotion and so on. Moreover, in a purchase decision making process does not end with the purchase transaction, but followed by a post purchase behaviour. At this stage, consumers will feel a certain level of satisfaction or dissatisfaction that will influence subsequent behaviour. Consumers who are satisfied tend to express of good things about the product and the relevant company to others.

Cellular cards consumer purchased for use other than as a primary means of communication (telephone and TEXT MESSAGE), they also expect the achievement of satisfaction in the form of additional content services appealing. Therefore, at the cellular card market a product, the mobile operators should be able to create satisfaction for its customers.

To be able to create customer satisfaction, the producers need to have a workable marketing strategy in marketing their products; because of the marketing strategy is also a fundamental tool which is planned to achieve corporate objectives by developing a competitive advantage that is used to serve the target market. IM3 as part of adolescents market-based cellular card use various content and in the spirit of youth, such as the launch of IM3 Groovy where the content therein adapted to the needs of young people such as the Internet, chatting, YM (Yahoo Messenger's swing), and so on.

Many marketing strategies related to communication, because the company's marketing is not just selling products, competitive

pricing, but the company should be able to communicate with consumers in order to conduct a campaign well. According to Tjiptono (2004:13) definition of marketing communications is:

Marketing activities that seek to spread the information, influence or persuade, and remind the target market or the company and its products to be willing to accept, purchase, and loyal to the products offered by the company in question.

Marketing communication is a marketing activities that attempt to spread information, influence/persuade, and/or reminds the target market for the company and the products offered by the company concerned. Broadly speaking, the marketing communication process can be described in the figure below (Tjiptono, 1997: 219)

Presentation and Interpretation

Indosat is an experienced telecommunication company by providing mobile phone services based on GSM 1800. Since August 31, 2001 through its sister company, Indosat Multi Media Mobile (IM3), Indosat provides services using the latest technology that is based on GSM 1800. IM3 is the first GSM-based mobile operator in Indonesia and was granted permission, either from the Department of Telecommunications and Transportation and Communications Directorate. Its first launch in Batam, then successively in West Java, Central Java, Yogyakarta and East Java, and is currently being launched in Greater Jakarta. The sophistication of these mobile cards, among others, is that this SIM card has up to 64 Mb so it can store 200 phone numbers and 20 TEXT MESSAGE text. Further, TEXT MESSAGE technology tool kit with micro browser allows mobile phone users to access the mobile internet.

Product Innovation

One of the IM3 product innovation aimed at teenagers is IM3 Groov3. Indosat launched a IM3 Groov3 program to deliver new

premiere card IM3 i-clan, with the phone tariff package, text message and internet at an efficient price. Through IM3 Groov3, Indosat put a foundation for itself as a telecom operator who understands the youth segment. The concept was adopted by IM3 Groov3 lifestyle and young people of today who are always up to date, creative, groovy and fun in all situations.

The presence of these programs in IM3 Groov3 relates to the consideration in view of future trends as well as to accommodate the perceived market opportunity that is still very widespread among young people, who is considered as the segment most often communicate to update the community. Now they don't need a prepaid card which can provide phone conversation and TEXT MESSAGE services with an attractive package, but also can provide added value along with the beginnings of the internet among young people. The concept was adopted by IM3 Groov3 lifestyle and young people of today who are always up to date, groovy and fun in every way.

It is as disclosed by Indosat marketing manager of Yogyakarta as follows:

"Groov3 IM3 is an innovative product aimed at the youth segment, since these features are very accommodating therein the desire and the present trend of teenagers from the internet up to text message at a very low price" (Interviews 19 September 2009)

Im3 cheap tariff ad



Source: Marcom Indosat, 2009

Cheap rate is one of the attractions for the young, which in terms of finance can be categorised as middle class. This is what underlies IM3 to launch the product at a cheap rate as described by the marketing manager:

"Basically the youth in terms of finances is in the middle class, thus greatly affecting their rates in choosing a mobile card products, basing on this, the IM3 Groov3 offer cheap rates for customers, especially the youth" (Interview, 19 September 2009)

In addition to low fares, Groov3 IM3 also offers internet voucher for the first prepaid card ever in Indonesia, which is recharge voucher where can only be used for internet access (data access) using the calculation of the duration of time (time based). With Indosat Internet Voucher, customer can use the internet more freely for surfing, browsing, downloading, uploading, e-mail, and chat with a cheaper tariff of 10 IDR/30 seconds (including VAT) with speeds up to 256 Kbps. Indosat Internet Voucher is currently only available in electronic form (i-SEV) with a nominal 5,000 IDR for the active period of 5 days and can be used for duration-based internet access for 250 minutes.

Along with current technological advancements, internet become a necessity today's lifestyle, particularly among adolescents. Internet can influence the style of urban living, especially the youth. This is because in the city, it is very easy to access the internet. Because this time to access the internet can be done from the

phone (Hp), the IM3 grasp this opportunity by providing internet access features through HP with cheap rates.

Im3 Cheap Internet Access Ad



Source : Marcom Indosat, 2009

Teenagers cannot be separated from the lifestyle trends. In terms of psychological, hormonal changes and several physical characteristics cause them like new lifestyle trends that they have never known before. Internet is one new trend that is currently engulfing many young people in Indonesia. Following is comment from Indosat Marketing Manager Yogyakarta branch:

“Since the beginning of its presence, IM3 is focused on the youth segment by presenting innovative features that always follow the trends, styles and needs of these circles. We hope the programs and features that we represent, will be used by young people to support their positive activities, including in obtaining low-cost Internet access through the internet voucher, “(Interviews 19 September 2009).

Indosat also launched IM3 Regular card. This IM3 card also included 5,000 IDR charge, free 100 minutes internet (valid for 15 days after the new card is activated and can be used after the first refill). The card also included free 10

minute call, 10 text messages and browse the Internet every 10 minutes and re-accumulation of up to one year (maximum of 12 times bonus). In addition to the starter pack was free monthly i-ring worth 13,750 IDR after card activation.

Indosat also launched I-klan of the Mobile Advertising can be used as a channel / new media for the candidates-advertising lawyers from both retail and corporate, so expect a new source of revenue from Indosat’s cellular business. With the provision of channels / new media for Advertising / advertising that can be accessed from mobile subscribers compared to the channel / conventional advertising media (print ad, TV ad, radio ad), will hopefully give you the option to advertisers (Advertiser) to communicate their product or service.

The above description is IM3 strategy in targeting youth segment through product innovation that has the characteristics that suits teenagers. IM3 provides features and services needed by adolescents that has become a trend and lifestyle among teenagers. Through this innovated product, psychologically IM3 has a high emotional attachment to the youth that will eventually be pinned to a belief that IM3 is the need for adolescents.

Iklan Im3 Groov3



Source : Indosat Marketing Communication, 2009

However, the product innovation and lower prices with various advantages in the surf in cyberspace via the internet with IM3 is not without obstacles. The existence of traffic usage soaring and the increasing use of Indosat provider has resulted in the increasing use of internet connection, therefore often creates signal interruption. This of course reduces the inconvenience of IM3 card usage.

This weakness has been seen by other competitor, XL, as a major competitor with a superior product "XL bebas". Even on the premises using the TF program, XL card users can use the internet for free. While in terms of the signaling network level, another competitors in the segment of other teens is AS card from Telkomsel. With the power of existing Vodacom network to penetrate throughout Indonesia, the AS card that is meant for targeting youth segments has a promotion program. By pressing * 100 #, it provides menu with cheap package from start to talk, text messages and internet.

The existence of competitive conditions and the weakness of the obvious IM3 signal strength can be a valuable lesson for IM3 in implementing and developing its product innovation, so that it will not easily be rivaled by competitors in the market as a kind of free and XL U.S. Card.

Community Management Of Adolescents

In 2009, IM3 hold community management of adolescents with a program featuring IM3 Skulizm. This program looks m3 HAI took the teen magazines. IM3 SKULIZM is cooperation between school activity with Indosat and HAI magazine. The event was held at several high schools in Yogyakarta include SMA 8, SMA Debrito and SMA Muhammadiyah 3. In this event, activities that are carried out usually display some adolescents show a cauldron of creativity as well as an opportunity to showcase bagat entertainment for teenagers in high school. As stated by the Marketing Communication Manager of Indosat, Yogyakarta branch as follows:

"Skulizm event is a manifestation of the management of school-based youth

segment, in addition to featuring entertainment event we also collaborate on activities that are educational and develop student creativity, but it is framed with a fun activity" (Interview 21 September 2009).

The response of some high school students related to this program is basically very enthusiastic, as expressed by Fanny as following: "Hi Skulizm is very excited not only because of amazing series of extracurricular that are carried optimally. Nor only because of the bands are okay performers. But also because of the amazing high school students, just big applause for IM3 skulizm" (Interview 21 September 2009).

Based on the interview, it can be seen that the students were enthusiastic in welcoming event Skulizm IM3 and respond positively. Thus, the implementation of IM3 skulizm IM3 was assessed as effective in imaging teenager product.

Strategies targeting youth segment is also done by IM3 through adolescent community management. This was done by managing the program IM3 IM3 Community. Indosat IM3 attempted to segment the program was limited to the Campus, High School and Indosat community.

Targets that are set are useful to facilitate the preparation of the strategy in the development of programs to be run by the company. Therefore, the goal should be appropriate and directly related to the situation in the community and the resources owned by the company.

Indosat seems very aware of the magnitude of the market segment potential in which they worked. In order to focus more in capturing the market, since a few years Indosat formed a special unit to handle the brand. The hope is to be more focus on consumer behaviour and movement, so that every product and service offered to suit customer needs. Even if Indosat wants to launch new product or service, the base is market acceptance. One program used was IM3 Community, the program worked on

communities. And especially for young children, Indosat creates IM3 School Community. This is a program provided for school (starting junior high through college), where the customer in school will receive special benefits, such as the cheaper rates, free text message service and other added values. Not only the children who benefit, the school also received benefits, such as wireless access, broadband and various support facilities and learning process. In addition, any sale of starter packs and vouchers at the school through the school shop, the school was also given additional benefits.

Since 2007, the company also initiated the formation of Mobile Academy. Through the program, Indosat chose and selected students from schools who are members of Community School IM3. Those selected were given special training, then serve as brand ambassadors at each school.

Fortunately, from the ambassador and a member of the community, IM3 get very positive feedback. Feedback is given it is also one of the basis for Indosat in the birth of a new product or service. IM3 program combines community by word of mouth thus creating dependency amongst users. Start of school until the teacher with a cooperative agreement (MCC) Indosat Community in which schools and teachers are not just talking about IM3, but also promote and sell the IM3 to his students. Not only that, from schools to the teachers and students including a unique program for each grade by the number of users and certain expenses. Bonding network of schools built so strong that it will be very difficult for competitors to stop the operator of this critical mass.

IM3 Community



Source: Indosat Marketing Communication, 2009

In order to continue in developing the communities and customers in the segments of youth, Indosat company through IM3 Community Yogyakarta then conduct some activities as follow:

a. TEXT MESSAGE free

Free TEXT MESSAGE is one of the early benefits offered by Indosat Yogyakarta when the customer is already incorporated in the IM3 Community members. If you've successfully registered an immediate success text message notification and customer gets community benefits that is free text message to other communities after making use of phone call/text message as much as 2,000 IDR.

b. IM3 Community Gathering.

This activity is a regular event held every 4 months by Indosat Yogyakarta. The event was attended by all the schools in Yogyakarta were enrolled in the IM3 Community in order to tighten the friendship. In the event Community Gathering IM3 are usually members seeking ideas together to conduct an activity that is beneficial to members. In addition, Indosat also introduced new programs of IM3 or the programs of other products Indosat. The activity was held in a cafe or hotel with a relaxed atmosphere or at the office of Indosat Yogyakarta. With this event Indosat expects a sense of solidarity among fellow members of the Community and IM3 can always established good communication so that the community can continue to be active.

IM3 Community Gathering





Source: Indosat Marketing Communication, 2009

c. Watch together IM3 Community.

PT Indosat Yogyakarta held a watch together along with members of the IM3 Community conducted in one theatre in Yogyakarta. Watching together is done every 3 months, the place has been determined from the Indosat. Watching together is usually performed in the theatre who are doing the gala premiere of the latest movie. The event is used by Indosat Yogyakarta to strengthen the ties of brotherhood and good communication between members of the Community IM3 in every school.

d. IM3 sightseeing

This event is a medium for members of IM3 Community called Mobile Academy. IM3 Community members that are eligible for the program are the most outstanding students in their school. The event is conducted once a year in cities that had been predetermined. During the meeting the members present Community IM3 workshop or seminar that can increase knowledge. The program also include outbound to strengthen relationships between members of IM3.

Im3 Jalan-jalan



Source : Indosat Marketing communication, 2009.

To obtain data validity, I present some expert opinion regarding the marketing strategy conducted by Indosat IM3. According to Wijaya, practitioners and observers of marketing communications:

“IM3 strategy in gaining adolescent market share deserves appreciation. Besides conventional marketing, it is also very serious in capturing the teen community through events related to youth, this is not done by the other competitors” (Marketing Magazine, 2009).

In line with expert opinion on the above, in the eyes of Kartajaya, marketing expert, he is more of a marketing strategy menagapi Indosat IM3 product innovation:

“In an era where the internet telecommunications has become a lifestyle for the youth in particular and society in general then I think IM3 are very keen in capturing these opportunities, with the theme of youth and the ease and low rates in the surf it is a distinct plus for IM3 in the segment adolescents’

([Http://www.perangtarifseluler.com](http://www.perangtarifseluler.com))

Interpretation of Data

One of the benefits of IM3 is since the first time its presence at the end of 2001, it has been targeting young people. Different from other mobile telecommunication industries which target

those howse lifestyle are vague, the young segment of IM3 straightforwardly designate the target goal. Thus, excellence, technology, and features offered were straightforward. It is noteworthy that IM3 cellular card is the first to offer GPRS and MMS services. This positioning has been maintained until now. When Indosat merge with Satelindo, IM3 even more focus in capturing the youth market. This is evidenced by the merged product of postpaid IM3 (IM3 Bright) with a postpaid product Satelindo Matrix. While prepaid IM3 (IM3 Smart) was maintained and in-rebranding to IM3, Satelindo prepaid product (Mentari) also maintained. IM3 targeted younger age while Mentari segment targeting adults. The target that IM3 attempted to achieve was 'the image of young people is incomplete if they do not use the IM3.

In addition, through various activities, Indosat also seeks to create an emotional bond between customers. It realised that youth market is a very dynamic market. Because of this, Indosat has been very flexible to change. Services offered by IM3 should be able to answer the needs of its customers. Therefore, one of IM3 focus is the technology and value-added services. Some examples of services that were launched to respond to market dynamics of young people included special text message and Internet vouchers. The existence of such services will create an emotional bond to the IM3.

As a mobile cellular card that targeted teenager, communication with teen audience is a must. This is done by making IM3 communication concepts that fit well with the youth.

This can be seen from IM3 Groov3 advertising message that aired on television. Through the ad, IM3 represented a telecommunications operator that understands the desire of young people. The lifestyle of young people who continue to search for identity was understood by Indosat by giving special treatment to the three access once: text message, Internet, and phone. IM3 Groove, the package is devoted to the promotion of young people who are always up-to-date, groovy and funky. Groove IM3 television commercials presented to introduce the service pack IM3 Groove. This

service package includes service calls, text message, Internet cheap rate on a prime card. Groove IM3 television commercials aired on television since February 19, 2009 by eight major television station in Indonesia, namely: Trans tv, Trans7, RCTI, SCTV, Global TV, Indosiar, ANTV, TPI. Groove IM3 television commercials that lasted 30 seconds was starred by Adly Fairuz, Junior Liem, and Pevita Pearce. And the trust created by the agency DDB Brainstroms Indosat is located in Jakarta.

This ad is deliberately presented to address the rampant competition among cellular operators in Indonesia. And cannot be separated from consideration of market trends of young people in need of updating access information through text message, Internet, and phone. In the hope of programs and features presented, will be used by young people for their positive support various activities, including the internet access is cheaper through the internet voucher.

IM3 Groov3 want to respond to this advertisement, advertising experts, Edy Chandra which states that:

"The response of the process of placing ads in the minds of target audience and the influence of advertising in the consumption pattern of society, including in advertising advertising Indosat well-structured and precise, the exact structure in the ad are able to make the language of advertising to be part of society. The words in the ad indosat audiencenya impact affecting the target. Those words were originally non-commercial use, but when the words will become part of society after a few unscrupulous people began to be affected by these words "(Marketing Magazine, 2009).

The existence of IM3 is very strong in the market of young people (school children). This is because the IM3 is the first brand that specifically and consistently working on this segment at the other brands just looking at one eye and just focus on working on the adult segment which is considered to have more

purchasing power. By product, pricing and promotions, IM3 is also very focused so that school children and young people have an image of pride. They feel a brand OF IM3 generation.

IM3 in the market segment the teens also use the Analysis of Social Theory. This theory is rooted in the general sociology of the mass. The basic assumption of the theory is that despite the heterogeneous nature of modern society, people are abused have the same number of properties will have the same lifestyle. The similarity of orientation and behavior will have links to the symptoms caused by the mass media.

A number of general properties can be regarded as a trend or lifestyle. Today teenagers tend to like to hang out and congregate amongst each other and using the internet. This opportunity is exploited by IM3 with premises holding events with the youth program and IM3 skulizm for high school students in Yogyakarta.

IM3 strength is the bond that was built with schools, teachers and school children. And it is not only rational but also emotional strength. Emotional in which many school children use the IM3 because his friends are also used in a rational way so that will be perceived less as more friends with the same number of operators, while the emotional lives of school children have Following the crowd and did not want to look different from others for fear is not considered. This is ultimately a rational and emotional that make school children as a base of young people into lucrative markets IM3 previously ignored by other competitors.

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