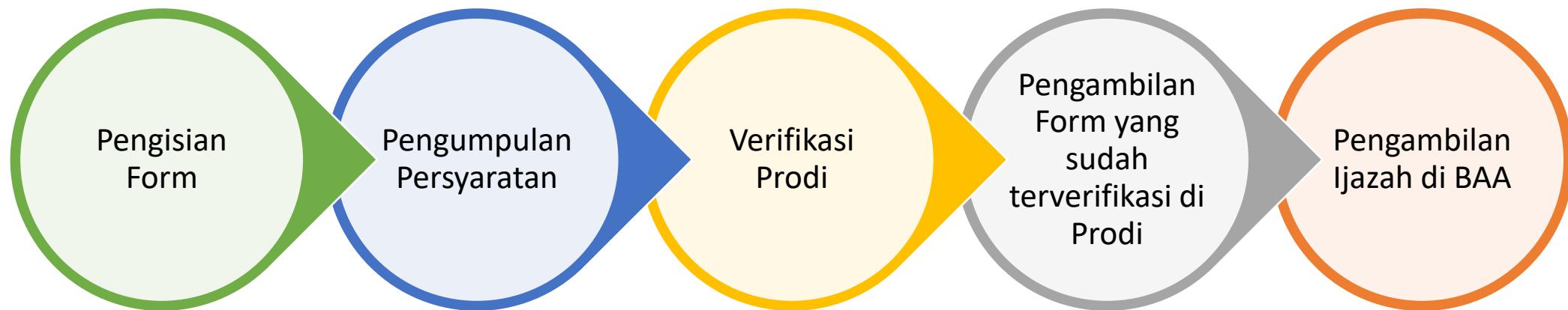


Tatacara Pengambilan Ijazah Prodi S2 MM

Mei 2019

Tahapan



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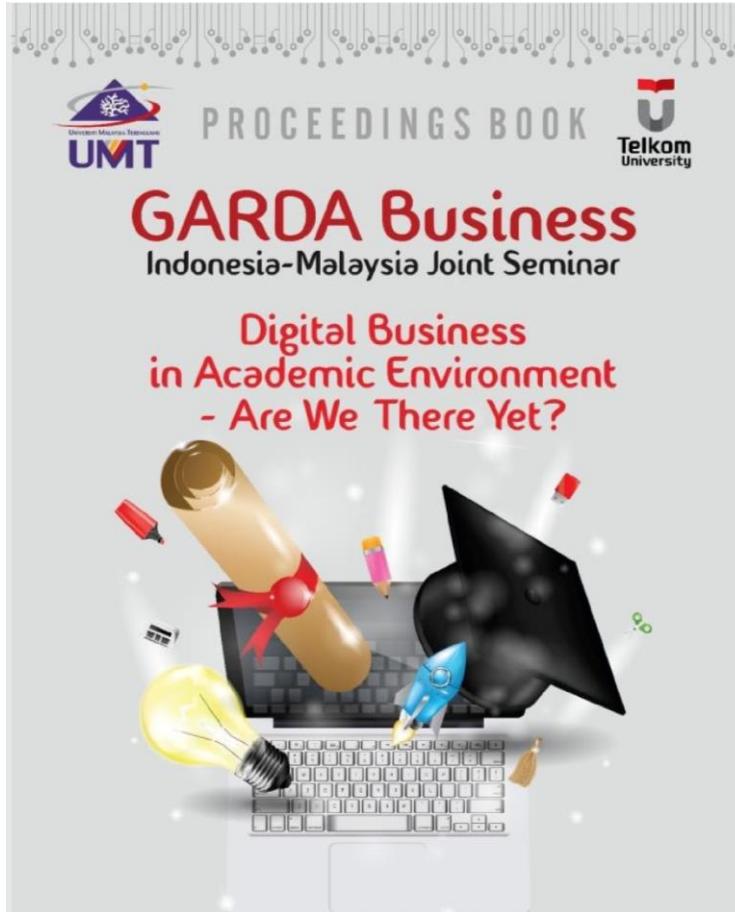
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Study of Market Segmentation to Increase Overlay Banner Occupancy on Digital Advertising Group PT. Telekomunikasi Seluler

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ABSTRACT

Indonesia is the most growing country in Asia-Pacific in terms of digital advertising spending. The growth shows that digital advertising industry in Indonesia is still active and appealing. In traditional or digital marketing, marketing campaign always has certain target audience identified by certain characteristics. These target identified according to specific characteristic and customers which belong to the same characteristic are grouped into a segment. Telkomsel Digital Advertising has a service which help them to find their target audience which will be their target audience, namely Mobile Consumer Insight (MSIGHT). But in its internal use, there is difficulty issues involving MSIGHT customer segmentation and its relation towards overlay banner occupancy. Therefore by studying customer segmentation in Telkomsel Digital Advertising and its influence towards overlay banner occupancy, an approach might be discussed to develop a strategy that may improve overlay banner occupancy. The study involve statistical method combined with big data analytics technique to prove hypotheses and visualize insights.

Keywords: Customer Segmentation, Digital Advertising, Big Data Analytics.

1. Introduction

Indonesia is the most growing country in Asia-Pacific in terms of digital advertising spending [1]. Since 2011, mobile internet advertising spending in Indonesia is growing 4.6 percent per year. In 2017, mobile internet advertising predicted to reach 20 percent of growth and will be doubled

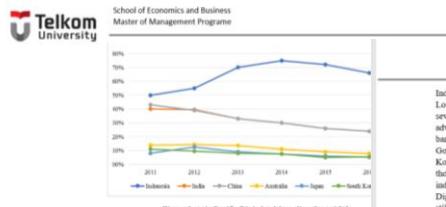


Figure 5. Asia-Pacific Digital Ad Spending Growth[1]

Segmentation of customer profile is vital in digital advertising industry. By segmenting their customer, advertiser can give more precise toward customer needs. Telkomsel Digital Advertising manage to secure 375 brands and 1000+ partners to advertise with messaging & coupon, display advertising, and Mobile Consumer Insight (MSIGHT) [3].



Figure 6. Telkomsel Digital Advertising Customer Segmentation
(Source: Telkomsel Internal Data)

Aside from Telkomsel, there are two other operator competing in digital advertising industry in 1 mainly in overlay banner.

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Indoor Ooredoo and XL Axiata. Looking in bigger picture, there are also several OTT competing in digital advertising industry through overlay banner and inventory banner, such as Google, Facebook, Detik.com, and Kompas.com. KLN Group. Even though there are several competitor in industry, Vice President of Telkomsel Digital Advertising, Hayarni Lawisjaya, still having optimistic drive by stating in 2014 that Telkomsel manage to acquire 50 percent of market share in digital advertising business in Indonesia [4].

On the internal side, Telkomsel still struggle in delivering their advertisement to end user, specifically in overlay banner product. Telkomsel Digital Advertising has a storage capacity of 6 million ad per day. For example, firm A is the client of Telkomsel Digital Advertising. Firm A state the profile of their target audience are around 20-30 years old, using smartphone, and visiting business websites. Telkomsel then process this profiling demand using MSIGHT (Mobile Consumer Insight), resulting as 100,000 Telkomsel customer. Telkomsel then make an order of 500,000 impression for 1-10 days, this is called impression order. But, during 10 days period the successful ad only reach 200,000 impressions, this is called impression failure. From impression failure, the number of impression order and impression success occurring on every client's order during 2017. There are several cause of this phenomena, but mainly comes from outside the firm side which involve MSIGHT.

After analyzing phenomena in industry competitive and problem in MSIGHT profiling customer, we found that it will be useful if we can study deeply about customer segmentation effectiveness of Telkomsel Digital Advertising so that it may increase overlay banner occupancy.

Customer segmentation is the process of dividing a market into groups with heterogeneous characteristics into distinct, homogeneous groups based on common attributes [6]. Customer segmentation is vital for (online) marketing and sales management constitutes a part of Customer Relationship Management. It is considered as an effective method for developing differentiated marketing strategies based on customer characteristics. As stated by Chen et al.

affect the customer's intention to purchase," in *International Conference on Information and Communication Society*, 2010, pp. 383–388.



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(2007), effective customer segmentation contributes in raising not only customer satisfaction but also the expectation of quality of organization. Moreover, it assists in maximizing customer value, promotes customer loyalty, and facilitates the CRM processes, which are important activities in retention and development. Hence, customer segmentation is a field of considerable interest for marketers and researchers.

2. Big Data Technique and Algorithm for Customer Segmentation

This section used for Customer Segmentation found in the studies are 5 data mining techniques: Clustering, Classification, Association, Regression, and Visualization.

2.1. Market Segmentation

Advertiser can choose four alternative market segmentations, which are mass marketing, undifferentiated, niche marketing, and direct individual marketing. Organization can also choose several alternatives at one instance depends on their organization and resource capacity [5].

During its implementation, segmentation can be done into three steps: (1) identifying market segment; (2) choosing potential market segment; (3) product positioning according to their target market. Target market profile is the set of attributes based on target market's various social and demographic factors which will give insight about marketing opportunities as well as new product development [3]. Target market profile depict ideal customer where marketing strategies are designed and delivered.

Customer segmentation is the process of dividing a market into groups with heterogeneous characteristics into distinct, homogeneous groups based on common attributes [6]. Customer segmentation is vital for (online) marketing and sales management constitutes a part of Customer Relationship Management. It is considered as an effective method for developing differentiated marketing strategies based on customer characteristics. As stated by Chen et al.

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Contoh Sertifikat



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- Verifikasi akan dilakukan dengan mengecek keabsahan dan kelengkapan eviden-eviden persyaratan oleh:
- 1. Staf Prodi MM
- 2. Kaprodi MM

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- Surat Pengantar Pengambilan Ijazah yang sudah diverifikasi Prodi dan telah ditandatangan oleh Staf Prodi MM dan Kaprodi silahkan diambil kembali.



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- Ijazah dapat diambil di BAA Telkom University pada jam kerja (*office hour*) Senin-Jumat pukul 08.00 sd 16.00 di Gedung Rektorat / Gedung Bangkit Lt 1 Kampus Selatan Telkom University Jl Terusan Buah Batu No.1