

ABSTRACT

GRADY OCTAVIAN, Analysis Segmentation and Targeting Consumers Samsung Galaxy Mega 5.8 Region West Jakarta. (Adviser by I'in E. Mardiani).

This study was made to determine the segmentation and targeting consumers Samsung Galaxy Mega 5.8 . The segmentation of the results obtained from the target market from Samsung Galaxy Mega 5.8.

In this study population is the buyers and users of Samsung Galaxy Mega 5.8 are found in some areas of western Jakarta office, Slipi particular area, in this case the population size is unknown. Because it's not known, use Qouta Sampling with a sample size of 100 respondents and using purposive sampling with certain criteria . The method used in this study is the K -means Cluster.

The results of the consumer segment of the Samsung Galaxy Mega 5.8 is contained in the first segment of which the majority are women whose average age was 22-26 years who had a job as an employee by reason of use because it has a big screen compared to other smartphones and has been using the Samsung Galaxy Mega 5.8 for more than 6 months . In this segment of respondents were satisfied in using the Samsung Galaxy Mega 5.8 .

Keyword: *Segmentation, Targeting.*