

**ANALYSIS OF PROMOTION STRATEGIES MODEL TO IMPROVE THE  
USE OF RETAIL CLOUD STORAGE SERVICE IN SWISS GERMAN  
UNIVERSITY**

By

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### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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## ABSTRACT

### ANALYSIS OF PROMOTION STRATEGIES MODEL TO IMPROVE THE USE OF RETAIL CLOUD STORAGE SERVICE IN SWISS GERMAN UNIVERSITY

By

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SWISS GERMAN UNIVERISTY

New era of computing has come, as more and more people use their Mobile devices, usage of cloud service for personal storage will become inevitable. PT. XL Axiata Tbk. is the one of first cloud service providers that provides retail cloud service, i.e. Xcloud 2GB for free. The company has been putting several strategies to promote Xcloud Free 2GB service to attract its customers. The survey research conducted on the students studying in Swiss German University shown to be low. The purpose of this research is to understand perception or knowledge from consumers, and find the best strategies in promotion Xcloud Free 2GB to increase the usage of Xcloud service. Several promotional strategies have been recommended to improve the Xcloud service awareness and to attract XL consumers to use more Xcloud Free 2GB service.

*Keywords: Cloud Computing, Infrastructure as a Service, Promotion, Cloud retail, Service provider*



## **DEDICATION**

I dedicate this thesis to my Parents, my sister, my advisor, my co-advisor, PT. XL Axiata Tbk., and all my friends already support me as long I made this thesis.



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