

CHAPTER I

INTRODUCTION

1.1 Reason for Choosing the Title

Communication is an activity of expressing ideas and feelings or activity of giving people information. We can send important messages, good or bad news and gives any information to everybody, by using communication. When time, distance and cost become the problem, internet can be a good problem to solve it because we can use it every time and it is very ease to use.

Internet grows fastest and it influences individual pattern, global finance, and marketing strategy. A company will need it to expand its business. If a company don't take any advantages of internet, it will be hard to expand and it will lose the competition. This condition makes many telecommunication companies improve its product. To face the hard telecommunication business competition on this globalization era, a telecommunication company must have a special quality of products, in order to introduce the company's product and to persuade the customers to buy it.

A good promotion strategies can be the best solution and practice to introduce internet to public. Beside that, it can increase the company's income. To face the hard business competition, PT. Telkom Kandatel

Jakarta Selatan uses several promotion strategies in order to succeed the promotion and the company can reach its goal.

According to Cravens (1998:77) promotion strategy is *"Perencanaan, implementasi dan pengendalian komunikasi dari suatu organisasi kepada para konsumen dan sasaran lainnya."*(Planning, implementation and communication handling from the organization to the consumers and the other target).

Based on the reason above, the writer chooses the title Promotion Strategies of Speedy at PT. Telekomunikasi Indonesia, Tbk Kandatel Jakarta Selatan.

1.2 Statement of the Problem

According to the reason for choosing the title above, the statement of the problem is what are the promotion strategies of Speedy at PT. Telkom Kandatel Jakarta Selatan?

1.3 Limitation of the Problem

Promotion has various problem and there are many topics that can be discussed. To avoid mistake from the main problem stated above, this paper is limited on promotion strategies of PT. Telkom Kandatel Jakarta Selatan, that is the product promotion.

1.4 Objective of the Study

In promoting its product, PT. Telkom Kandatel Jakarta Selatan uses **several** strategies and media. They carry out in order to attract **customers** as many as possible to buy the product. Based on the statement above, **the** objective of this study is to describe the promotion strategies of Telkom **Speedy** used at PT. Telkom Kandatel Jakarta Selatan.

1.5 Significance of the Study

The significance that could be taken from the results of this study are:

1. **For the writer:**

During the study, the writer gets knowledge above promotion **activity** at PT. Telkom Kandatel Jakarta Selatan.

2. **For the company:**

With this paper the company will get suggestion from the writer **about** promotion activity at PT. Telkom Kandatel Jakarta Selatan, so **that**, it becomes a positive input to increase the promotion activity in the **future**.

3. **For the university:**

This paper can be used as refererences and knowledge of the **students** about promotion activity and hopefully this paper will be useful **for** students who are interested in broadening this study.

1.6 Implementation of the Study

To arrange this paper, the writer did the study at PT. Telkom Kandatel Jakarta Selatan. The study was held for a month (1 – 28 February, 2007). The writer started to do the job training at PT. Telkom Kandatel Jakarta Selatan on Monday to Thursday from 08.00 am to 04.00 pm and on Friday from 08.00 am to 03.00 pm, while the activities that the writer did during that study are as follows :

| No. | Date | Place | Activity |
|-----|----------------------------|--|---|
| 1. | 1 – 2 February, 2007 | Kandatel Jakarta Selatan | Studying the product knowledge. |
| 2. | 5 – 7 February, 2007 | Dharmawangsa Square Plasa Telkom Ciledug Plasa Telkom Bintaro | a. Visiting Speedy exhibition. b. Distributing leaflets. |
| 3. | 8 – 9 February, 2007 | Kandatel Jakarta Selatan | Helping to make selling recapitulation of Speedy. |
| 4. | 12 February, 2007 | Kandatel Jakarta Selatan | Serving password request from the customers. |

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|----|------------------------------|---|--|
| 5. | 13 – 15 February, 2007 | Bintaro Pool Plaza Bintaro Plasa Telkom Bintaro | a. Asking for permission from the security at Bintaro pool to make exhibition stand. b. Asking for permission to distribute leaflets at Plaza Bintaro. c. Asking selling recapitulation of Speedy on Bintaro area. |
| 6. | 16 February, 2007 | Kandatel Jakarta Selatan | Making a note of meeting by phone (PERMATA) about event on March. |
| 7. | 19 – 21 February, 2007 | Kandatel Jakarta Selatan | a. Taking a call from the customers. b. Serving the sales force who ask leaflets and files for the customers. |
| 8. | 22 – 23 February, 2007 | Kandatel Jakarta Selatan | Calling customer to ask when the technician can install and set Speedy (activation). |
| 9. | 24 February, 2007 | Graha Persada Halim Perdana Kusuma Jakarta Timur | Helping the exhibition of Speedy. |

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|-----|------------------------------|-----------------------------|---|
| 10. | 26 – 28 February, 2007 | Kandatel Jakarta Selatan | a. Monitoring selling recapitulation from Mirror on – line. b. Serving password request from the customers. |
|-----|------------------------------|-----------------------------|---|

1.1 Table of Field Activities

1.7 Method of Data Collection

To write this paper, the writer used several data, while the method used in collecting the data are as follows :

1. Interview

According to Hadi (1987 :193), interview is "*Metode pengumpulan data dengan jalan Tanya jawab sepihak yang dikerjakan dengan sistematis dan berdasarkan pada tujuan penyelidikan.*" (A method of data collection with one side interview, which is systematically and based on the study). In this case, the writer interviewed the manager assistant, team leader and some officers of Data and Internet Sales and Promotion about the promotion strategy of Speedy.

2. Observation

According to Kartono (1990:157) observation is "*Studi yang sengaja dan sistematis tentang fenomena social dan gejala-gejala alam dengan jalan pengamatan.*" (The intentionally and systematically study about the social and nature phenomena by observation). By using this

method, the writer directly observed the promotion activities at PT. Telkom Kandatel Jakarta Selatan.

3. Library Research

According to Nasir (1983:13), library research is "*Metode pengumpulan data dengan menggunakan buku-buku literatur yang berhubungan dengan penelitian.*" (A method of collecting data by using the **books** related to the study). This method is used by the writer to collect **data about** promotion activity from some books and websites related to this problem in this paper.

1.8 Paper Organization

The paper organizations in this paper are :

Chapter I is Introduction. This chapter consists of reason for choosing the title, statement of the problem, objective of the study, significance of the study, implementation of the study, method of data collection **and** paper organization.

Chapter II is Literature Review. This chapter consists of definition **of strategy**, the importance of the strategy, definition of promotion, **the components** of promotion, objective of promotion, promotion strategy, **types of buyers'** behavior and definition of Speedy.

Chapter III is The Promotion Strategies of Speedy at PT. Telkom Kandatel Jakarta Selatan. This chapter consists of history of PT. Telkom Kandatel Jakarta Selatan, **vision and mission** of PT. Telkom, the

organization structure, job description, and promotion strategies of Speedy
PT. Telkom Jakarta Selatan.

Chapter IV is Conclusion and Suggestion. This chapter consists of
conclusion and suggestion.

