

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1 Conclusion

PT. Telkom Kandatel Jakarta Selatan uses several strategies to introduce, persuade, and attract the customers at Jakarta Selatan area, they are:

##### a. Strategy of Product Offering

Strategy of product offering consists of executive's visit and executive's call. These strategies are made to know the customers need. So the customers can easily know about SPEEDY and how order it.

##### b. Strategy of Customer Attracting

At the promotion activity, customer becomes the target market. It means that the promotion of Speedy will be successful, if the customers buy the promoted product to fulfill their need continuously. So the customers must obtain a good service and feel comfortable. PT. Telkom Kandatel Jakarta Selatan uses many activities, those are advertising, marketing promotion and public relations.

##### c. Strategy of Customer Maintaining

This strategy is needed to achieve good publicity from the customers. PT. Telkom Kandatel Jakarta Selatan uses the customers relation principal to maintain the customers. Beside that, it uses

website ([www.telkomspeedy.com](http://www.telkomspeedy.com)) and internal magazine to give many information toward the customers.

#### **4.2 Suggestion**

During the field study for a month in DATA & Internet Sales and Promotion of PT. Telkom Kandatel Jakarta Selatan, the writer gets some experiences in doing research. The writer found some lackness in promotion activity. There are some suggestions which hopefully can be used in the future:

1. Give more attention to customer maintaining, because it is very important to create a good relationship and customer's trust. So that they will be loyal. In the other hand, PT. Telkom can get free publicity from the customers by telling the other person about their satisfaction during using Speedy. It is more effective than another promotion media.
2. Use a simple agreement. It is used to make the customers ease to understand about the contains of the agreement. If the customers understand the agreement, they will not feel that PT. Telkom lie to them.
3. Give a quick service. It needs to create the customer's satisfaction. The marketers should be active to contact the technicians, so the activation of Speedy can do quickly.