

**THE PROMOTION STRATEGIES OF SPEEDY
AT PT. TELKOM KANDATEL JAKARTA SELATAN**

PAPER

**Presented in partial fulfillment of the requirements
for the completion of Diploma III Program
of the English Language Department
specialized in office management**



by :

Elvira Zachriyanti

C21.2004.00499

**FACULTY OF LANGUAGES AND LETTERS
DIAN NUSWANTORO UNIVERSITY
SEMARANG**

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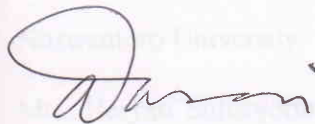
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This paper has been approved by the Board of Examiners of the Diploma III English Program, Faculty of Languages and Letters, Dian Nuswantoro University Semarang on, July 25, 2007.

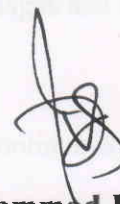
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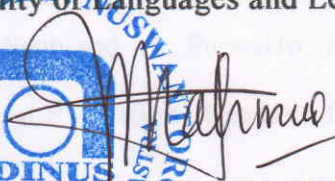
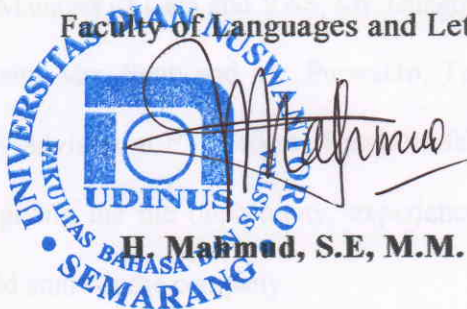


Haryati Sulistyorini, S.S.

Approved by

Dean of

Faculty of Languages and Letters

H. Mahmud, S.E, M.M.

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Semarang, July 2007

The writer

Elvira Zachriyanti

ABSTRACT

This paper, entitled "The Promotion Strategies of Speedy at PT. Telkom Kandatel Jakarta Selatan", is the result of field study conducted for one month (1 – 28 February 2007) at PT. Telkom Kandatel Jakarta Selatan.

The data of this study were collected by using observation, interview and library research. The observation method was aimed at understanding the activities of promotion strategies. The interview method was conducted to get information about the promotion strategy of Speedy in the company. The library research method was conducted to get references about promotion strategy.

From the study, it can be concluded that the promotion strategies of Speedy at PT. Telkom Kandatel Jakarta Selatan include :

1. Strategy of product offering which consists of :
 - a. Executive's visit
 - b. Executive's call
2. Strategy of customer attracting which consists of:
 - a. Advertising
 - b. Marketing promotion
 - c. Public relations
3. Strategy of customer maintaining which consists of:
 - a. Giving customers positives response
 - b. Serving the customers politely
 - c. Listening the customer's problems
 - d. Appreciating the customers
 - e. Introducing product to the customers
 - f. Giving information to the customers by websites and internal magazine

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