

## CHAPTER I

### INTRODUCTION

#### 1.1 Reason for Choosing the Title

Promotion is one of important factors in marketing. All companies use this strategy. A good system is really needed, so that company can get mutual advantages and misunderstanding would not happen. With a good promotion, a company would give satisfaction to the customers and get trust from them, which then result in the increase of company's income.

According to Stevens (1982 : 124), promotion can be defined as "a company's communication activities which are designed to inform, persuade, or remind others about the company's good and service it offers". In other words it can be stated that, promotion is a form of persuasive communication designed to inform customer about service or product.

Promotion activities must be supported by a good strategy and continuously efforts, in order to succeed the promotion by doing so, the company can reach its goal.

There are many factors that influence a promotion such as cost, human resources, location, and economic. In line with the description above, the writer is interested in taking "Promotion Strategy of Customer Service Department at PT. PLN (PERSERO) APJ Semarang" as the title of her paper.

## **1.2 Statement of the Problem**

The problem in this paper can be stated as follows :

“What are the Promotion Strategies of Customer Service Department at PT. PLN (PERSERO) APJ Semarang”.

## **1.3 Limitation of the Study**

To avoid a long – winded discussion, the writer limits the study into the promotion strategy of customer service department at PT. PLN (PERSERO) APJ Semarang during the implementation of the study.

## **1.4 Objectives of the Study**

This paper is proposed to describe the promotion strategies used by customer service department at PT. PLN (PERSERO) APJ Semarang.

## **1.5 Significance of the Study**

The significances of the study are as the following :

1. To the writer
  - a. To apply the theories gained during the time of the study
  - b. To get more information and knowledge about the promotion strategy of customer service department at PT. PLN (PERSERO) APJ Semarang.
  - c. To get a job experience.
2. To the company  
To be an input that will be useful for the development of the company.

