

## 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.



### 3. To the university

To provide references to the students who are interested in the study of promotion strategy of customer service especially which is used at PT. PLN (PERSERO) APJ Semarang.

### 1.6 Implementation of the Study

The study was held for one month (started on 16 July to 16 August 2007). The writer held the study at PT. PLN (PERSERO) APJ Semarang, which is located at Jl. Pemuda 93 Semarang. During the job training the writer had several activities, as the following :

Date	Activity
<p><b>Monday, 16 July 2007 – Thursday, 19 July 2007</b></p>	<ul style="list-style-type: none"> <li>a. Making a promotion brochure for a customers.</li> <li>b. Filling out list of new instalation (pasang baru) in agenda book.</li> <li>c. Interviewing with promotion staff about power addition (tambah daya) and new instalation (pasang baru).</li> </ul>

<p><b>Friday, 20 July 2007 – Friday, 27 July 2007</b></p>	<ol style="list-style-type: none"><li>a. Filling out an entrance form.</li><li>b. Filling out list of new instalation (pasang baru) and list of power addition (tambah daya) in agenda book.</li><li>c. Reading and writing the history of PT. PLN (PERSERO) APJ Semarang.</li><li>d. Trying answer customer's call politely and patiently.</li></ol>
<p><b>Monday, 30 July 2007 – Wednesday, 8 August 2007</b></p>	<ol style="list-style-type: none"><li>a. Typing list of new instalation (pasang baru) from 2007.</li><li>b. Making a promotion brochure for a customers.</li><li>c. Entering the customer data to computer.</li><li>d. Filling list of power addition (tambah daya) in agenda book.</li><li>e. Collecting the data of customer's list of new instalation (pasang baru)</li></ol>



<p>Thursday, 9 August 2007 –</p> <p>Thursday, 16 August 2007</p>	<ul style="list-style-type: none"> <li>a. Making a waiting list for power addition (tambah daya).</li> <li>b. In commemoration of Indonesian's anniversary.</li> <li>c. Copying electrical LoC (Surat Perjanjian Jual-Beli Tenaga Listrik).</li> <li>d. Filling out list of new instalation (pasang baru), list of power addition (tambah daya), and public letter (Surat Umum) in agenda book.</li> </ul>
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### 1.7 Methods of Data Collection

In composing this paper, the writer used several methods to collect the data.

The methods are as the following :

#### a. Interview

According to Hadi (2002 : 193), "*metode pengumpulan data dengan jalan tanya jawab sepihak yang dikerjakan dengan seistematis dan berdasarkan pada tujuan penyelidikan*". (Interview is a method of data collection with one side interview which is done systematically and based on the investigation purpose).

The writer conducts interview to some persons who could give any data an information concerning with the company activities especially about the promotion strategies.

b. Observation

According to Hadi (1987 : 138), "*Observasi adalah sistematis tentang fenomena sosial dan gejala-gejala alam dengan jalan pengamatan*". (Observation is systematic study about the social and natural phenomena through observation).

By using observation method, the writer directly observed the promotion activities at PT. PLN (PERSERO) APJ Semarang.

c. Library Research

According to Arikunto (1998 : 236), "*Studi pustaka adalah pengumpulan data dengan cara mempelajari dokumen atau files, membaca buku yang berkaitan dengan judul*". (Library Research is method is collecting data by studying documents or files, reading some books, which have something to do with the object of study.

In this paper, the writer read some books related to the problem in this paper and also the profile of PT. PLN (PERSERO) APJ Semarang.

### 1.8 Paper Organization

This paper consists of four chapters. The following is the explanation of each chapter.



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

Chapter II is Literature Review. This chapter consists of the definition of promotion, kinds of promotion, definition of strategy, definition of promotion strategy, definition of customer service, strategy of customer service.

Chapter III is Promotion Strategy of Customer Service Department of PT. PLN (PERSERO) APJ Semarang. This chapter consists of history at PT. PLN (PERSERO) APJ Semarang, vision, mission, and motto at PT. PLN (PERSERO) APJ Semarang, organizational structure at PT. PLN (PERSERO) APJ Semarang, job description at PT. PLN (PERSERO) APJ Semarang, and promotion strategy of customer service at PT. PLN (PERSERO) APJ Semarang.

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