

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

Based on the previous chapter, finally the writer concludes that promotion strategy of customer service at PT. PLN (PERSERO) APJ Semarang include :

a. Advertising

PT. PLN (PERSERO) APJ Semarang uses promotion by electronic media and mass media, such as television and newspaper.

b. Giving Brochure

PT. PLN (PERSERO) APJ Semarang uses a brochure as a remainder and comparison.

c. Strategy for Maintaining the Customers include :

1. Giving a Positive Response to the Customers
2. Appreciating the Customers
3. Serving the Customers Politely
4. Listening to the Customers Problems, and
5. Providing more counters or places of bill payment

4.2 Suggestion

During the field study that the writer conducted, there are several things which deserve to be considered. Here are some suggestions that the writer would like to give :

1. PT. PLN (PERSERO) APJ Semarang should improve the activity of promotion, so that it can increase the sales the product.
2. It would be better if PT. PLN (PERSERO) APJ Semarang recruited new employees with better capabilities in marketing activities could run smoothly.
3. The promotion staff should give a good impression, because the customers will remember the officer if he gives a good impression.