

PROMOTION STRATEGY OF CUSTOMER SERVICE  
DEPARTMENT AT PT. PLN (PERSERO) APJ  
SEMARANG

PAPER

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



by :

Rissa Marendra Wijaya

C21.2004.00503

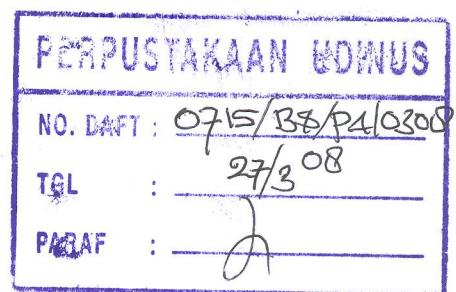
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DIAN NUSWANTORO UNIVERSITY  
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## PAGE OF APPROVAL

This paper has been approved by Board of Examiners, Diploma III study Program of English Languages, Faculty of Languages and Letters, Dian Nuswantoro University on March 11, 2008

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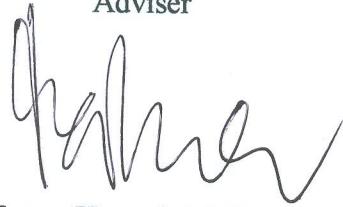
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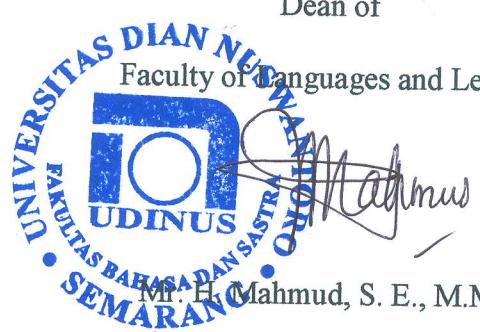


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## **ABSTRACT**

This paper, entitled "Promotion Strategy of Customer Service at PT. PLN (PERSERO) Area Pelayanan Jaringan (APJ) Semarang", is the result of field study conducted for one month (16 July – 16 August 2007) at PT. PLN (PERSERO) APJ Semarang. This paper is aimed at describing the promotion strategy of customer service at PT. PLN (PERSERO) APJ Semarang.

The data were collected by using interview, observation, and library research methods. The interview method was conducted to get the information about the promotion strategy of customer service at PT. PLN (PERSERO) APJ Semarang. The observation method was aimed at understanding the promotion strategy of customer service at PT. PLN (PERSERO) APJ Semarang. The library research methods was aimed to learn the promotion strategy of customer service from book reference.

From the study, it can be concluded that the promotion strategy of customer service at PT. PLN (PERSERO) APJ Semarang include :

1. Advertising
2. Giving Brochure
3. Strategy for maintaining the customers
  - a. Giving a positive response to the customers
  - b. Appreciating the customers
  - c. Serving the customers politely
  - d. Listening the customers' problems
  - e. Providing more counters or places of bill payment

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