

THE STRATEGY OF MARKETING COMMUNICATION  
OF TELKOM FLEXI THROUGH THE PROMOTION  
ACTIVITIES  
OF PT TELKOM KANDATEL SOLO



FINAL PROJECT REPORT

Submitted as a Partial Requirement on Obtaining Degree in The English Diploma  
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THE PROMOTION ACTIVITIES OF PT TELKOM  
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## MOTTO

I'm the me I choose to be.

(Sidney Poitier)

God is always answer your pray, but sometimes the answer is NO.

(NN)

Enjoy every second of your life and let it be.

(the writer)

## DEDICATION



This final project is dedicated to :

- My Mom
- My Brother
- All of my friends

## PREFACE

Marketing focuses on the satisfaction of customer needs, wants, and requirements. Marketing communication is a subset of the overall subject area known as marketing. It is also a collective term for all the various types planned messages used to build a brand-advertising, public relations, sales promotion, direct marketing, personal selling, packaging events and sponsorships and customer services.

By this final project report, the writer will show all the sales promotion activities that are done by Telkom Flexi to keep its existence and increase the selling rate by showing the job training done in PT. TELKOM Kandatel Solo especially in Fixed Phone Sales Unit. Besides this final project also inform the readers about many ways of sales promotion activities that can be applied.

This final project is relatively far from being perfect, therefore the writers needs the positive suggestion in order to improve this report. Hopefully, this final project report is expected to beneficial to the readers.

Surakarta, August 2009

## ACKNOWLEDGEMENT

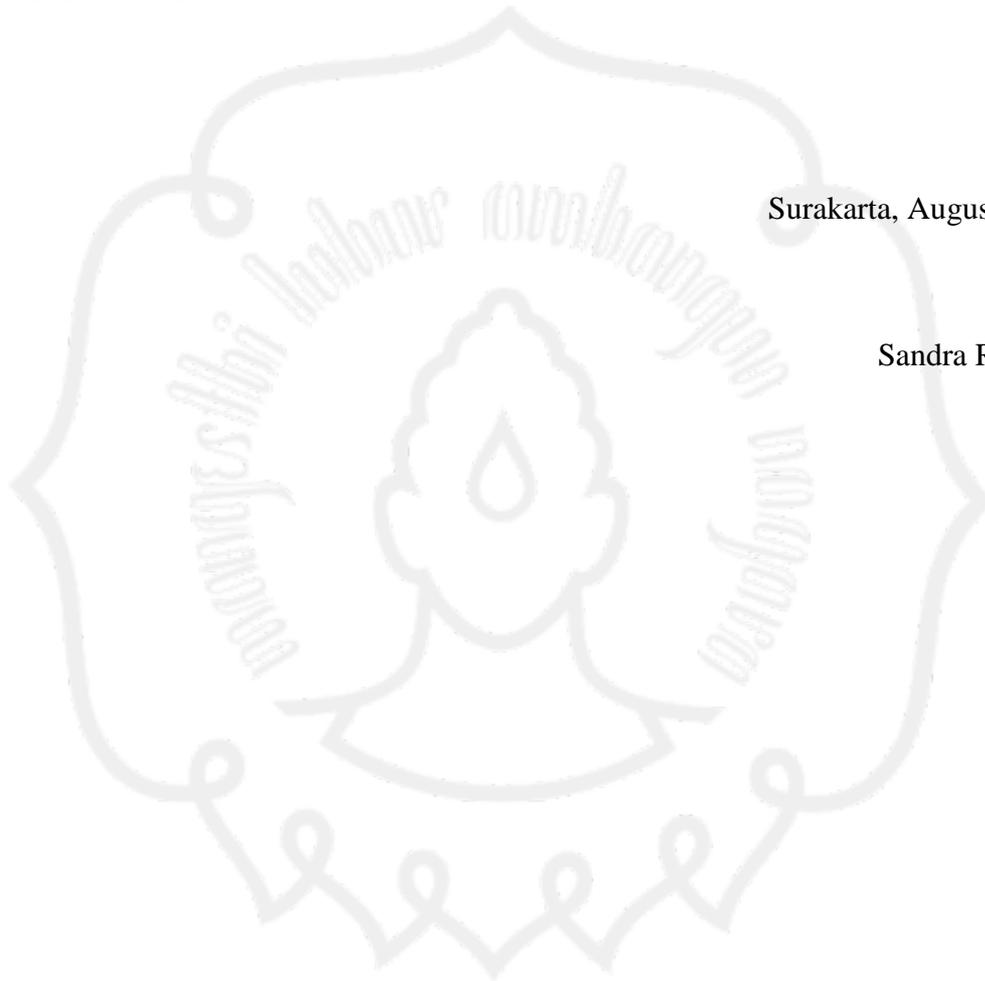
First of all I would like to thank to Allah SWT, for blessing me and giving me big patience in facing all the trouble in the process of this final project report. Then I also want to say thanks to all people who help me and give me support in finishing this final project report, namely :

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Thank you to all people who involves in the process of the writing of this final project who is can not be mentioned here one by one, I do apologize. This report is relatively far from being perfect and I will be grateful to accept all positive comments and suggestion from readers in order to improve the results of other researcher.

Surakarta, August 2009

Sandra Rusli



## ABSTRACT

**Sandra Rusli. 2009. The Strategy of Marketing Communication of Telkom Flexi through Promotion Activities. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.**

This final project report is written based on the job training which has been done at the Fixed Phone Sales Unit of PT. TELKOM Kandatel Solo. The objective of this report is to describe the strategy of marketing communication of Telkom Flexi through promotion activities to increase the selling rate of the product. The data of this report were taken from observation and library study by collecting information from books, document, and other reliable literatures.

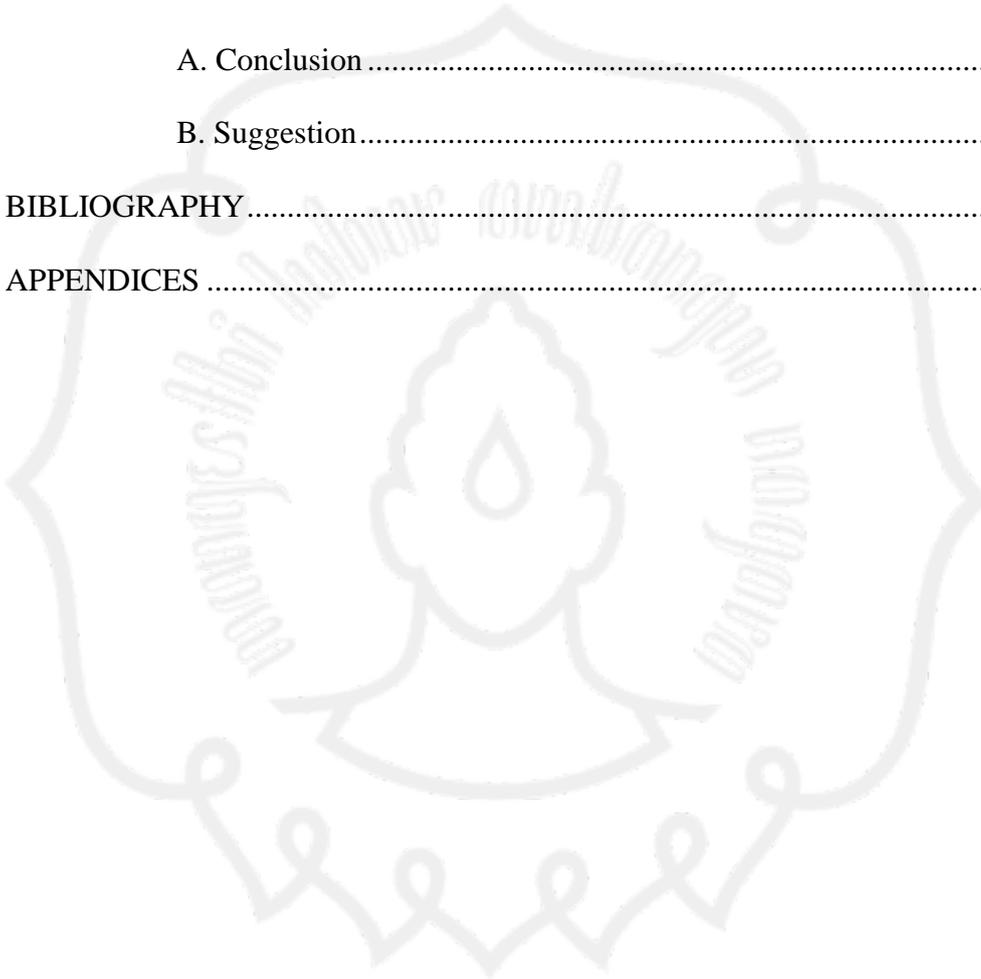
Based on the observation conducted, it can be concluded that PT. TELKOM Kandatel Solo especially Telkom Flexi do various promotion activities which is done routinely. It is done in order to create awareness among public and increase the selling rate of the product itself. There are the promotion activities, namely below the line and above the line advertisement, sponsorship, cooperation package, gathering, discount, canvassing and branding, and merchandise.

In creating awareness among public, TELKOM Flexi can be said in a low level. It is because there is lack of means and infrastructure of promotion media such as banner and billboard in the main road so that there are not many people which know about the existence of TELKOM Flexi. Therefore, the implementation of promotion activities by TELKOM Flexi need to be straightened up in order to get a better output as expected.

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# CHAPTER I

## INTRODUCTION

### A. Background

The rapid economic growth is always followed by the significant change in the industrial world especially in telecommunication industry. In this globalization era, the people's needs for telecommunication means is more and more increasing, and communication becomes the most essential part of the human life. One of the telecommunication means that has been lately benefited is cellular phone. It is simple and portable in usage, which is one of the reasons why most people are more interested to choose and use cellular phone. These cellular phones become more interesting with many more facilities on it. Some of the facilities are high mega pixels camera, 3G high-speed mobile internet service, video recording, large capacity of internal memory, built-in chat tools which is the most favorite facility for young people, and so on. All those facilities make people get tempted to use cellular phones.

Seeing the alluring prospect of cellular and the enchanting profit offered, cellular operators may increase in numbers both from CDMA and GSM. On CDMA class, there appear new and leading operators such as SMART, ESIA, and FREN. SMART is a Fixed Wireless Access product from Smart Telecom which was launched at September in 2007. The

emergence of Smart Telecom can be said as unique because it is the latest cellular operator that appears. Smart Telecom is present to give an advanced and innovative cellular phone facility by using the CDMA 2000 technology. Besides, Smart Telecom is the only one operator who runs in CDMA frequency of 1900 Mhz. (<http://www.smart-telecom.co.id>)

ESIA is the brand name of operator service that was launched by PT. Bakrie Telecom Tbk in September 2003. Esia is a telecommunication operator based on the CDMA 2000-1x new technology with some facilities, namely, Fixed Wireless Access and Limited Mobility service which is meant by wireless network mobility services that is limited in one area code. (<http://www.myesia.com>)

FREN is the brand name from PT. Mobile-8 Telecom. Fren is actually an abbreviation of Fast Reliable Enjoyable Network. Mobile-8 launched its prepaid service on December 8, 2003 and its postpaid service on April 8, 2004. Mobile-8 offers a variety of value added services and programs using the CDMA 2000-1x technology that provides better voice clarity, lower dropped calls, and faster data access. (<http://www.mobile-8.com>)

PT. TELKOM Indonesia, as one of the state-owned companies running in the field of telecommunication, has been long issuing CDMA product so called TELKOM Flexi. TELKOM Flexi is the newest technology information which uses fixed wireless phone service based on CDMA 1x. It was launched in 2003. As a CDMA operator that has been

long established, TELKOM Flexi has a wide network. Besides, the rate of TELKOM Flexi is quite cheap to other TELKOM Flexi users or to other operators. TELKOM Flexi provides many choices, such as Flexi Classy, Flexi Trendy, and Flexi Home. TELKOM Flexi also offers a Combo package that can be used in some regions, facilitating users to communicate with others.

All of those new CDMA operators compete to be the best among the others. It started from an extensive reach-out, cellular rate up to cellular package system or bundling which is now being lively promoted. At the beginning, new CDMA operators only competed in the field of technology. But the rate recently becomes the main business attention. And GSM as the first operator started with Rp 0,000.../second. CDMA which initially put its cheap rate undergoes the loss of its prestige as the rate war gets tighter and tighter. Many of those operators then spread out some programs to attract all costumers. ESIA, for instance, they promote special rate up to Rp 40,-/minutes to all ESIA users. Then, FREN launched their new product called “Sobat”, this product contains four starter-packs in one case and it is free of charge if they contact each other. All operators, of course, bring their own banners to display their own cheap rates.

Seeing the fact that there is a very tight competition among cellular phone operators, it is important for a cellular phone company, especially for PT. TELKOM Indonesia, to maintain its existence with various ways

in order not to be ignored by customers. Planning an effective and efficient strategy of marketing with public relation approach can be considered as one of the ways. The companies need to use 4P and the concept of marketing's strategy to persuade their customers. According to Zobert Lauterborn, 4P is connected with the 4C (customer) :

Marketing Mix Table according to Zobert Lauterborn

4P	4C
Product	Customer Needs and Wants
Price	Cost to the Customer
Place	Convenience
Promosi	Communication

Taken from :

Manajemen

Pemasaran Indonesia Edisi 1. Salemba Empat, 2000

A superior company is a company which is able to give facilitation with an effective communication. From the four elements of Marketing Mix above, promotion holds the most important role. Promotion is the form of activities to increase the selling of the product in order to be recognizable by customers or to create a positioning of the product. Without promotion, the costumers will not be aware of the existence of the product and even to buy it.

In this report, the writer will discuss about all the promotion activities that is recognized by TELKOM Flexi to attract the customer and create awareness, so that TELKOM Flexi is still holding out in a competition of new CDMA operators as a CDMA operator which has a good quality.

### **B. Objectives**

The objective of this final project is to describe the strategy of marketing communication of TELKOM Flexi through the promotion activities of PT. TELKOM Kandatel Solo in increasing the selling rate.

### **C. Benefits**

#### 1. PT. TELKOM Kandatel Solo

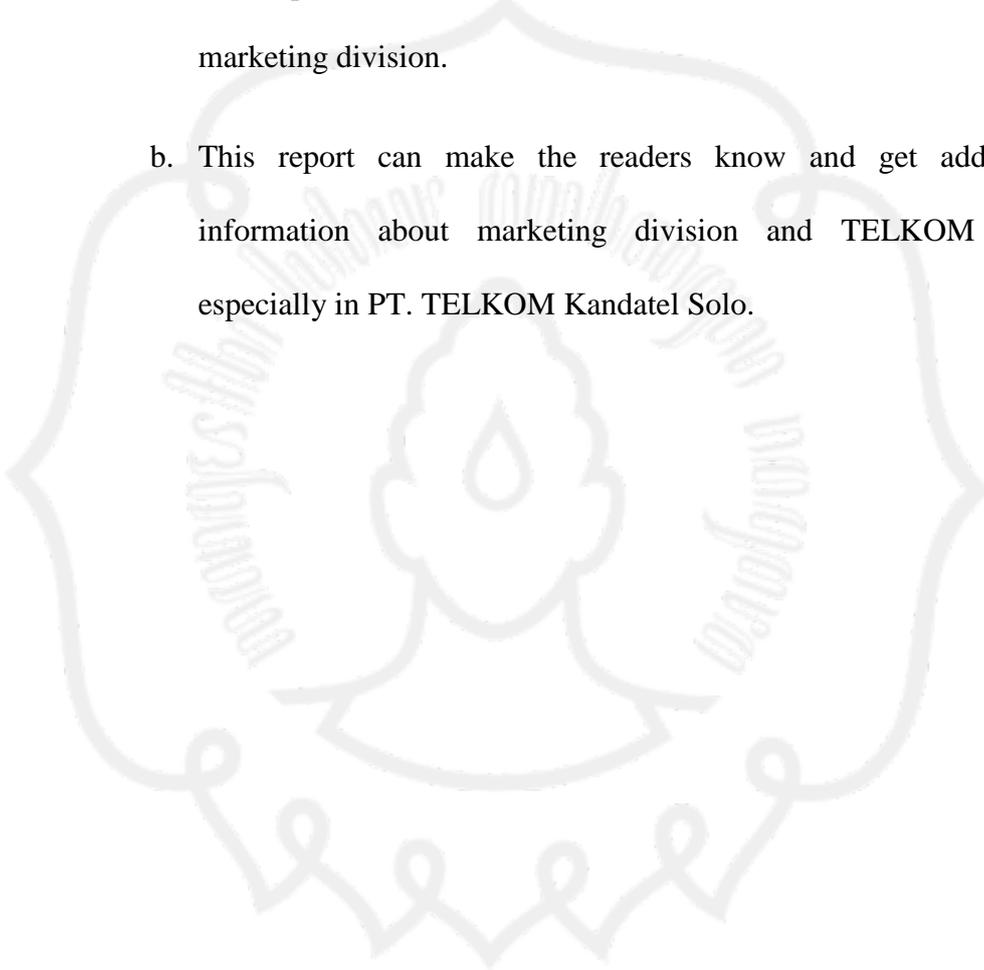
This report can become a parameter of the success of PT. TELKOM Kandatel Solo, especially for the marketing division.

#### 2. The English Diploma Program

This report can be a study material on how to promote of a product, especially for those who major in Public Relations in relation with marketing communication.

### 3. The Readers

- a. This report can be a reference to conduct a research related to the marketing division.
- b. This report can make the readers know and get additional information about marketing division and TELKOM Flexi especially in PT. TELKOM Kandatel Solo.



## **CHAPTER II**

### **LITERATURE REVIEW**

#### **A. Marketing Communication**

##### **1. The Definitions of Marketing Communications**

The boundary between marketing and communication gets slighter. The definition of marketing focused on customer relationship is very similar with the essence of public relations that make serious efforts to maintain good relationship with the high functionaries in a long term. Therefore, the term “middle way” arises between marketing and public relations. It is called relationship marketing that makes efforts to consolidate a long term relationship with the customers and the high functionaries to give mutual advantages. (Alifahmi, 2008)

Basically, relationship marketing and Integrated Marketing Communications (IMC) are two different things. According to George E. Belch and Michael A. Belch, authors of Advertising & Promotion : an IMC Perspective, Integrated Marketing Communication involves coordination of the various promotional elements and other marketing activities that communicate with the customer of the firm.

There is a reason why marketing communications is called integrated. Integrated means to combine or amalgamate, or put simply the jigsaw pieces that make a joint complete picture. This is what a single

message is conveyed by all marketing communications. Different messages confuse the customers and damage brands.

Belch & Belch (2007:11) cite a definition from Don E. Schultz, a pioneer of IMC : Integrated Marketing Communication is a strategic business process to plan, develop, execute, and evaluate coordinated, measurable, persuasive brand communication programs over time with consumers, customers, prospects, employees, associate, and other target relevant external and internal audiences. The goal is to generate both short-term financial returns and build long-term brand and shareholder value.

Meanwhile, Tom Duncan, on Principles of Advertising & IMC (2005 : 7, 17, 21), explains the interpretation of IMC and marketing communication with its eight techniques such as advertising, public relations, sales promotion, direct selling, packaging, event and sponsorship, and customer service. IMC itself is viewed as a strategic function in delivering the brand messages (planning, implementing, evaluating) to create a close relationship with customers.

Marketing Communication is a collective term for all the various types planned messages used to build a brand-advertising, public relations, sales promotion, direct marketing, personal selling, packaging events and sponsorships and customer services.

Integrated Marketing Communication is a process for planning, executing monitoring the brand messages that create customer relationships.

Integrated Marketing Communication is about synergy and creativity, integration and communication... One outcome of integration is synergy. (Duncan, 2005)

## 2. The Strategy Approaches of Marketing Communications

The strategy of communications is needed so that the target of promotion and the positioning of an organization or a company and its product are realizable. According to Chris Fill (1999), there are three kind of approaches in arranging the strategy of marketing communications, among others are :

### a. Pull Strategy

*Pull Strategy* is an approach of marketing communication which covers delivering message to the target audience. The purpose of *pull strategy* is to stimulate demand by giving hope to customers so that they buy the product offered. *Pull strategy* covers marketing activities (especially advertising and promotion) that are directed to end users, persuades them to require the product to the agent who then makes an order to the company. *Pull strategy* can also be used to inform new variant of product. Its purpose is to repositioning a brand in audiences' memory or to form the customers' habit to buy the product.

In *pull strategy*, there are two types of customers in processing information and making decision to buy :

1) High Involvement

The tendency of customers' is in trial phase. The customers firstly check messages and benefits from the product to their selves. High Involvements tend to think about making decision to buy (it is usually to the expensive products).

2) Low Involvement

Low Involvement is the opposite of High Involvement. The customers do not really consider the importance of messages, they easily make decision to buy (it is usually to the cheap products).

b. Push Strategy

Having communication to the members who are in a marketing network is important if the product is directed to end users. Its purpose is to boost the agents to always use the product offered. The most important thing in *push strategy* is to maintain a good communication with agents. Communication helps build a long-term relationship with the agents. *Push strategy* is directed to channel of agents (intermediari) to persuade them ordering and carrying the product to be promoted to the end users.

c. Profile Strategy

*Profile strategy* has relation with communicating the organization or the company than the product itself. *Profile strategy* is focused on

how to communicate the company to other company. In this strategy, method used to make the company well recognized by other company by creating good image and establish good reputation. *Profile strategy* is the most important thing in the marketing strategy and as a part of integrated approach of marketing communication that can be developed.

## **B. Sales Promotion**

### **1. The Definition of Sales Promotion**

Sales promotion is a part of promotion mix, which is a part of marketing mix. It is very important to observe these two concepts in relation with business activities of a company as a whole.

Institute of Sales Promotion, an organization that accommodate practitioners of sales promotion in England, give a definition as follows :

“Sales promotion consists of some connected techniques which are used to reach selling / marketing targets by using an effective cost, giving added value in a product or service both to the agents and the customers. It is usually unlimited over of a particular period.”

(Cummins, 1990:11)

There are two expressions in this definition : “to reach selling / marketing targets...by giving added value” which appears in every definition of sales promotion, and becomes the essence for those definitions although the other aspects are different.

## 2. Promotion Mix

According to Julian Cummins, on Sales Promotion (1990:9), promotion which is the fourth element in marketing mix, is divided into five different means, but all of them contribute to the attainment of marketing targets. The five promotion mix are among others :

### a. Advertising

Advertising is all presentation forms of non personal and ideas of a product or service that is paid by a certain advertiser. There are two kinds of advertising namely *above the line* (magazines, newspapers, radio, television, billboard, transportation) and *below the line* (leaflets, stationeries, etc).

### b. Sales promotion

Sales promotion is various incentive activities in the short term to attract customers, such as exhibitions (certain events) and discounts. Sales promotion is used to attract customers' attention and gives information directed to purchase.

c. Publicity

Publicity is various communication programs about how to promote and / or to protect the image of the company or the product itself. Besides, the other purpose of publicity is to have a good relationship with society or other group and avoid rumors or bad stories that can suffer a financial loss for the company. For example, writing an article about the product in a magazine or newspaper, or doing a press conference.

d. Personal Selling

Personal selling is a personal interaction between a seller and a candidate of customer. This way is considered an effective way because the companies can directly convince the customers that their product is the best one.

e. Direct Marketing

Direct marketing is done by finding the customers with a view to deliver a message in personal and build relationship between company and customers based on their response to the messages delivered by the company. For example, by phone, via internet, facsimile, and other non personal communication means.

### 3. Planning a Promotion

Promotion activities is one of the important element for a company in doing marketing communication which is useful to announce, to influence, and to persuade customer to do a purchase. Seeing the important role of the

promotion strategy for a company, there are some steps in planning and determining the strategy of promotion. (Cummins, 1990:21-39)

a. Analyze the situation

Analyzing the situation becomes the first thing that is done by the company, including analyzing the environment. The important elements in this analysis are demand, segmentation, target market, positioning (the position of the company's product that is equated with product / brand from other company), valuation to the competitor, law judgment, and internal judgment of organization including the strength and weakness of the company's product.

Segmentation and positioning are basic elements in strategy of promotion. Segmentation, target market, and positioning need to be done appropriately so that the methods of promotion which are used give optimal impact.

b. Define the objectives

What is done by sales promotion is to direct the customers' attention to a certain product in a certain time, certain place, and gives incentive for buying at that time. This becomes the essence of an offering with extra benefit, besides, sales promotion can also reach another targets. Every offer has to fulfill one or more of the tenth basic targets bellow :

1. Increasing the selling rate
2. Increasing the customers' behavior to test the product

3. Increasing the frequency purchase
  4. Increasing the customers' loyalty
  5. Expanding the products' consumption
  6. Causing the customers' interest
  7. Taking attention from the price
  8. Getting support from the agents
  9. Getting product display
- c. Identify the target market

The target market determines the characteristic of the concerned group : age, location, social class, gender, and purchase frequency. For the market of company, these matters will be different according to the size of the company and its kind of business.

- d. Define the promotion budget

The fund which is used for sales promotion is taken from the same fund with the fund for another promotion mix's elements. There are four methods that can be used by the company in defining the promotion budget :

1. Capability Method

A method based on a fund that is arranged from the capability of a company to spend the expense. This method ignores the role of promotion as an investment having an impact for the increase of sales in a short period of time.

## 2. Sales Percentage Method

A method based on a fund that is arranged from a certain percentage against sales or product's selling price. There are three advantages by using this method, namely:

- a) Promotion expenditure will vary according to the company's capability.
- b) Management can know a relationship among promotion budget, selling price, and benefit per unit.

## 3. Method is equal to competitor

A method based on a fund that is arranged from the desire of a company to maintain its market share as the cost which is based on the same sales percentage is equal to what is done by other competitor.

## 4. Task and Target Method

A method based on a fund that is arranged from a certain purpose that is to be reached by determining the tasks that has to be done and estimating the promotion budget.

The last method is definitely the best method. The only reason to spend money for promotion activities is that to reach the marketing targets' support long-term profits.

The entire budget arranged is then allocated to essential elements that are arranged and related to each other.

e. Select the promotion method

The chosen promotion method will determine what customers should do to have your offers. This is the first step after defining the objectives in planning sales promotion. It is very important to choose the most possible method that will motivate the customers to do the things you want. There are ten main method that can be used by promotion organizer :

1. Immediate free offers
2. Delayed free offers
3. Immediate price offers
4. Delayed Price Offers
5. Finance offers
6. Competitions
7. Games and Draws
8. Charitable offers
9. Self-liquidators
10. Profit making promotions

## CHAPTER III

### DISCUSSION

#### A. PT. TELKOM *Kandatel Solo*

##### 1. Brief History of PT. TELKOM

PT. TELKOM Indonesia Tbk, herein after referred to as TELKOM or company, is the large InfoCom Company and full service and network provider in Indonesia.

The history of the existence of PT. TELKOM started in 1884 where its company was still in the authority of Dutch Colonial. Since then, there were so many changes made by the government concerning its Telecommunication Business.

On January 1<sup>st</sup> 1995, PT. TELKOM divided into Seven Regional Divisions and One Network Division. Here are the Seven Regional Divisions of PT. TELKOM Indonesia :

1. Regional Division I, Sumatera
2. Regional Division II, Jakarta and surrounding
3. Regional Division III, West Java
4. Regional Division IV, Central Java and DIY
5. Regional Division V, East Java
6. Regional Division VI, Kalimantan

7. Regional Division VII, East part of Indonesia (Sulawesi, Bali, Nusa Tenggara, Maluku, Irian Jaya)

TELKOM and its affiliated companies provide fixed wire line, fixed wireless, mobile service, data & internet, and other multimedia services and network & connection.

In the end of September 2005, the company became the major shareholder of nine companies, including PT. Telekomunikasi Seluler (Telkomsel) which has the largest market share in the cellular industry in Indonesia. In addition, Telkomsel has achieved the EBITDA of 72%, one of the highest in the world.

At present, TELKOM's share owned by Indonesian Government amounted to 51.19% and by the public 48.81%. The majority of public's share owned by foreign investor amounted to 45.54% and 3.27% by local investor with the TELKOM's share market capitalization around 15% from its total market capitalization in Jakarta Stock Exchange (JSE).

TELKOM has listed its share in a number of stock market, including the Jakarta Stock Exchange (JSE), the Surabaya Stock Exchange (SSE), the New York Stock Exchange (NYSE), the London Stock Exchange (LSE), and the Tokyo Stock Exchange (public offering without listing).

In 2005, TELKOM had just commemorated its 10 years as a public company in JSX and closing bell ceremony in NYSE. In

addition, it is also a commitment of the company to be consistently listed in NYSE. At the end of September 2005, TELKOM had 12.4 million fixed-line telephone subscribers; meanwhile the number of TELKOM's cellular subscribers reached 23.5 million.

## **2. Vision and Mission of PT. TELKOM**

To unite all of those seven divisions, all branch of TELKOM Indonesia applies the same vision and mission.

### **a. Vision**

The vision of PT. TELKOM is :

“To Became a Leading InfoComm Player in Region”

Being an InfoComm Player means that TELKOM is running business on information and communication. To become a leading Infocomm player in the region means that TELKOM has efforts to put themselves as an influential InfoComm company in the region of South-East Asia, then extended to Asia and Asia Pacific.

### **b. Mission**

The missions of PT. TELKOM are :

- “To provide one stop service with excellent quality and competitive price”

The first mission of TELKOM Indonesia means that TELKOM guarantees that the customer will get best service including quick response, good quality, good network, and the best part of all, that is the customer will get all these with competitive price.

- “Managing business through best practice, optimizing superior human resources, competitive technology, and synergizing business partner”

The second mission of PT. TELKOM means that TELKOM will manage its business through best practices with optimize superior human resources, use competitive technology and make a good relationship with its partner.

### **3. The Structure Organization of PT. TELKOM**

Solo Regional Office of Telecommunication (KANDATEL) is one of business units under Regional IV of Central Java and Yogyakarta Special Province Division which supervises Solo city and regencies of Sukoharjo, Boyolali, Blora, Jepara, Klaten, Pati, Rembang, Grobogan, Sragen, Karanganyar and Wonogiri.

In the daily work operation, PT TELKOM has a chart regulating the existing respective Divisions such as Position, Function, Authority and Responsibility. The Organization Chart of Solo KANDATEL in 2006 can be described in the Chart below :

Solo KANDATEL is headed by General Manager (GM) who is directly responsible to EGM DIVRE IV, while in the managerial work's operation, GM interacts with Senior Managers at the office of DIVRE IV and is coordinated by Deputy EGM DIVRE IV. KANDATEL consists of :

1. *KANDATEL Chief*

It is also called KANDATEL General Manager (GM). KANDATEL GM is responsible for the achievement of business goal conducted through KANDATEL operation at the geographic region covering :

- a. The achievement of target revenue and debt collection as a business of revenue produced.
- b. The implementation of efficient cost of the delivery channel's function and customer service of consumer/retail segment by maintaining the effectiveness in the effort of the victory for the struggle competition of the costumer of consumer/retail segment.
- c. Readiness and pride of access infrastructure.

- d. The implementation of operation activity for customer service, sales, customer care, as well as operation and the maintenance of access infrastructure.
- e. The allocation fulfillment of operational resource at the regional division, especially which it is related with operation and the maintenance of access infrastructure, in the framework of executing the service needed both the customer of consumer/retail segment and the corporate customer (OLO).
- f. To assure that all risks at the business process identified are evaluated and controlled as should be.

2. *Deputy of KANDATEL GM*

He works to assists KANDATEL GM to make the operation management effective and smooth.

3. *Business Performance Manager*

He is responsible for the readiness of the KANDATEL's operation plan, supply of operation guideline, and monitoring, evaluation and the increase of performance so that is can be certain that the implementation runs in the right corridor of sufficient management control.

4. *Access Network Maintenance Manager*

He is responsible for the maintenance of readiness condition of network access operation. With the main function are arranging

the plan of network access maintenance, maintaining, updating, and entering data to network access, maintaining the readiness of operation by repairing/changing the damaged physic and routine maintenance, maintaining the supporting access facilities.

#### 5. *Access Network Operation Manager*

He is responsible for the implementation of service activity to customer. His function is to do activities as follows:

- a. Doing access operation (new installment, mutation, trouble handling) to service the corporate customer and OLO, personal customer and public access.
- b. Implementing W-Lan operation and Public Access.
- c. Implementing operations of Interface Mgt Access and QoS Access, and technical support for the service of access operation.

#### 6. *Customer Care Manager*

Customer Care Manager is responsible for the implementation of service activity to customer. They are:

- a. Doing the bundling problem, resolving problem, tracking and managing the customer complain and customer problem, monitoring, controlling, evaluating the service quality (QoS) and SLA/SLG management, the program implementation of customer loyalty and retention, DOC help desk for personal customer, for Cluster-4 and wartel.

- b. Doing the activity support for service and channel distribution partnership (Plaza, Flexi Centre, Wartel/Net, Outlet, Authorized Dealer).
- c. Managing the data of the customers.

7. *Fixed Phone Sales Manager*

He is responsible for the implementation of sales activity for the fixed phone product (wire line and wireless).

8. *Data and VAS Sales Manager*

He is responsible for the implementation of sales activity for data product and Value Added Service.

9. *General Support Manager*

- a. Managing the process of logistic management.
- b. Managing, arranging the effectiveness, administration, and fulfilling the protection aspects needed for all assets.
- c. Managing the activity of asset safety, personnel, information and the company's operational data.
- d. Managing the activity related to the guidance of relationship with the sphere, including (community, development), and support for the implementation of the company's responsibility in the view of distributing the finance for partnership field.

10. *KANDATEL Secretary*

It is a high ranking officer, the same grade with Manager Assistant, who is responsible for the smooth and the effective support for the activities of office and company's protocol.

11. Operation Units under KANDATEL control are Branch Office of Telecommunication Service (KANCATEL). Head of KANCATEL is called KANCATEL Junior Manager which is abbreviated by KANCATEL JM.

#### **4. The Description of TELKOM Flexi**

##### **a. Definition of TELKOM Flexi Product**

Postpaid product (*Pasca Bayar*) is a TELKOM Flexi product/service with CDMA 2000 technology 1x, which is obtained by registering personal identities like name, place/date of birth, home address and billing address; while the payment for the pulse usage is done after using the product and there will be a monthly billing.

Prepaid product (*Pra Bayar*) is product of local wireless communication of which its billing is paid before using the product, and there will be no monthly subscription, the pulse usage can be controlled, it is not registered in the customer data base and it does not need personal identity to get the product.

##### **b. Brand Product of TELKOM Flexi**

TELKOM Flexi Product has four brands namely:

- Classy Flexi

One of postpaid brand products which are offered in two choices, ESN and RUIM based classy.

*Segmentation:*

Customer segmentation of ESN and RUIM based classy is individual customer of cellular user who tends to move and migrate (mobile user) in one area code.

*Targeting:*

Target of Flexi Classy customer is individual who is willing to register his personal identity and pay their monthly fee.

- Trendy Flexi.

Trendy Flexi is TELKOM Flexi service using prepaid system through buying a premier card and refill voucher, no monthly subscription fee, pulse can be controlled, not to be registered in the customer's data base and get no identity (without special conditions).

*Segmentation:*

A consumer who needs a simple procedure with no identity to be registered (generally the young people).

*Targeting:*

The cellular user and cellular user to-be who want to control the pulse and have time to refill the pulse.

- Home Flexi.

Home Flexi product is a telecommunication service accessed from the customer's home using an instrument of fixed wireless terminal (FWT) with technical specification: CDMA technology 2000-1X. Home Flexi product is designed through a discussion with all the related Boards with the consideration that the demand registered at PT TELKOM waiting list must be immediately fulfilled.

Home Flexi Product with Classy Flexi service based on the instrument size and method of using it can only be motionless as a permanent telephone telecommunication like PSTN (Public Switch Telephone Network).

*Segmentation:*

Customer segmentation of Home Flexi is home user. It means that the customer using this product is an individual who uses a fixed wireless terminal and is at his living place.

*Targeting:*

The target of Home Flexi customer is a society who registers at PT TELKOM and those who do not yet register (surpassing demand) with the domicile in the settlement and housings.

*Positioning;*

Home Flexi product is positioned as “the New Flexible Fixed Phone” (for PSTN service with CDMA technology 2000-1X). This product is classified as a postpaid product with ESN (Electronic Serial Number).

- Combo Flexi.

- 1) *Market Target*

Market target which is aimed for Combo Flexi is as follows:

- a. Trader/ Merchant who has routine roaming to certain cities.
- b. Worker with routine mobility inter cities.
- c. Agent, Salesman who has distribution stripe of certain cities.
- d. Internal Telkom.

- 2) *Differentiation*

- a. One card contains up to 3 numbers both one area code and more than one code area.
- b. In one card, it can be post and pre-paid systems.
- c. Making the benefit of Forwarding Call facility with special tariff in one combo customer so that there will be a communication contact.

- c. Facility of TELKOM Flexi

Facility is a completing service to the basic product which needs activation. Telkom Flexi facility is divided into two namely basic and additional facilities.

- Basic Facility.

It is the facility that is given to customer when is registered the first time as a customer without an administrative condition and free of charge (except the usage fee). This facility consists of SMS, Forwarding Call, Barring Call, Holding Call, Transfer Call and data service.

- Additional Facility.

Facility which is offered to customer is through administrative conditions and or free of charge. This facility covers SLI, Conference Call (can use call up to 5 customers), 3 parties (can call 3 persons all at once).

## **B. The Description of Marketing Communications' Activities**

Based on the writer's observation in the working implementation of internship program at PT TELKOM Kandatel Solo with the title of "The Strategy of Marketing Communication of Telkom Flexi through

Promotion Activities of PT TELKOM Kandatel Solo”, the writer sees as a whole that the activity of marketing communication starts continuously from advertisement up to direct marketing. From the information and data obtained by the writer, Telkom Flexi uses a theory put forward by Chris Fill, namely *First*, Pull Strategy; because in the marketing activity, Flexi uses advertisement and promotion as their media with the aim to stimulate the consumer’s demand to buy the product. *Second*, Push Strategy; Push Strategy is a communication involving the partnership with the aim to set up a good relationship for the marketing of Flexi product. *Third*, Profile Strategy; Profile Strategy is about how to communicate the company’s brand name to other company. A method to be used in the Profile Strategy is to set up and create a good reputation. Profile Strategy is an essential part in the strategy of marketing communication. Many people know the existence of Flexi as it is a Telkom product that has been known by people and has a very good reputation.

In facing the tightest competition, Telkom Flexi carries out various kinds of marketing strategy through a mixed promotion to make the message brought up can be up to the end user either directly or indirectly. The strategy used by Telkom especially the Unit Division of Sales Fixed Phone consists of:

1. Inserting an advertisement in a radio

Telkom Flexi has run this strategy through PTPN Radio, Solo Radio, and MTA Radio. They are the subscriber of Telkom

Flexi Solo in the marketing of its product. There are many considerations why these radio to become the place of promoting the product. Radio is an electronic mass-media that is easily afforded by most people, either the old or the young. So it is very effective to be used to deliver the message.

## 2. Sponsorship.

Sponsorship is an activity of marketing communication conducted by PT TELKOM Kandatel Solo in increasing the awareness. Besides, the aim is more intended to the establishment of corporate image meaning to establish the mutual relationship or win-win solution. Through sponsoring a program, TELKOM has a chance to put on the name, logogram, or can also be able to brand its name in that program. TELKOM itself can also be able to entrust a brochure, flyer, or the like for the promotion media. For instance : sponsorship on basketball 3 on 3, sponshorship on Istiqomah Cup VIII. This strategy also looks very effective as the people will know more about Flexi and it is hoped that the consumer will be up to a trial phase, a phase where the consumer is interested in using the product offered so that it can be able to increase the sales of Flexi.

## 3. Below the Line (BTL)

Flexi advertises through BTL such as –banner, sticker, flyer, billboard, and newspaper which aim to make Flexi to be more known and get the place in the heart of the consumer. This activity is in conformity with Pull Strategy theory as in its marketing activity they use advertisement as a promotion media to stimulate the demand.

#### 4. Cooperation Package (PKS = Paket Kerjasama)

Flexi does a lot of cooperation packages aiming to increase their sales. The Flexi cooperation with several institutions or community, among others are Flexter Community, Kopma UMS, Argo Kencono Cooperative Metesih.

#### 5. Discount.

PT TELKOM has a promotion relation at many shopping centers, restaurant and café. The aim of this marketing activity is to increase the Flexi product sales. The new consumers who use a new Flexi card (premier card) will get a special discount for the transaction at the favorite place they visit it. This will pay a consumer's attention to use Flexi as their selected product. For instance at Obonk Steak branch of Kleco, give 10% discount for those who use Flexi.

#### 6. Canvassing and Branding

The canvasser uses canvassing consisting of 4 persons who have the task to distribute the promotion materials to the outlets

selling the Flexi voucher and premier card or any other provider. Apart from that, there is also an outlet that has been branded by Flexi in a certain period of time under the agreement of both sides. Branding can also be done in other facility owned by TELKOM.

#### 7. Merchandise

The selection of merchandise by Flexi must look at to whom and what kind of event is going to be on. Merchandise that is often given by Flexi is sticker, pen, block-note, key holder, mug and T-shirt.

Most of the advertisement activity conducted by PT TELKOM Kandatel Solo is especially at the Sales Division of Fixed Phone aiming to create and increase awareness and the interest of TELKOM Corporate itself. Starting from awareness, it is hoped that consumer will enter into a trial phase where the consumer has the activity to buy. But in fact, as the regional scope of PT TELKOM Kandatel Solo which is extensive enough, it influences at the Telkom Flexi network that is less reachable the remote regions resulting the people in that regions are less aware at the existence of Telkom Flexi. It is, therefore, expected that Telkom Flexi side can add their Base Terminal System (BTS). With the increase of BTS, the people are more aware at Flexi. Basically, the Telkom Flexi users have met the target of Telkom but Telkom always keeps reminding the consumers about

Flexi product. The marketing communication through an effective promotion activity will influence at the increase of their sales.

### **C. Job Description of The Writer During The Job Training**

The writer had field job training at PT TELKOM Kandatel Solo starting from March 2<sup>nd</sup> to 31<sup>st</sup>, 2009 related to the major she takes, Public Relations. As the condition of Public Relations Division at PT TELKOM Kandatel Solo at that time were full of other undergraduates who were on field job training, so the writer were put at the Marketing Division or Fixed Phone Sales Division handling the implementation of sales activity for wire-line and wireless products. The daily activity started at 07.30 by reporting her attendance at the Security Office. After that the writer directly worked at the Sales Division of Fixed Phone. The writer took her break for one hour starting from 11.30 to 12.30 at noon and left the office at 04.00 p.m.

The staffs of Fixed Phone Sales Division were very hospitality and welcome, helpful and guiding the writer during the on- field job training. All of the Staffs helped the writer in carrying out her daily assignment. In the implementation of her daily job training, the writer got many new knowledge and opportunity by directly involving in the activity of marketing communication at PT TELKOM Kandatel Solo. The activities

done by the writer for more less than one month at the Sales Division of Fixed Phone were among others:

1. The first day of the on-field job training, exactly on March 2<sup>nd</sup>, 2009 the writer was accepted at the Secretariat then to be sent to the Fixed Phone Sales Division and was introduced to all Staffs in that Division.
2. Entering outlet data of the Regional IV area into the Distribution System of Outlet Flexi (SIDESI) to keep as a file of the Fixed Phone Sales Division.
3. Recapitulating the data entered in the SIDESI in the form of excel as a file of the Manager of Fixed Phone Sales Division.
4. The writer went to the field, exactly to Sragen and Gemolong to make data of front-liners' outlet in that area.
5. The front-liner data obtained then was kept in the Flexi Front-liner Club to be a file of the Fixed Phone Sales Division.
6. Coming along to deliver promotion material such as banner and brochure to Gowok and Grogol traditional markets and sell Flexi Bundling HP to outlets around that place with people of the supporting promotion material Division.
7. Recapitulating the number of promotion material distributed to outlets in Excel as a file of the Division of Supporting Promotion Materials.

8. Customer survey in Tohudan area was conducted by people from the customer data and wireless coinciding with the installment of the telephone set and collected the three-month late payment of the customers at the same area (place).
9. The writer assisted the implementation of the meeting of the AD canvassers of Flexi held at PT TELKOM Kandatel Solo and made a questioner concerning with canvassing Flexi for the interest of the meeting.
10. Asked for personal data from the respective canvassers by telephoning them and then to be entered into the Flexi Frontliners Club (FFC).
11. Recapitulating the data from the outlets of Authorized Dealer Flexi into excel.
12. Filtering flexi numbers of the Solo region from Yellow Pages as there was a complaint from the customer about the same number.

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### A. Conclusion

The implementation of job training is an activity where the writer can apply a part of the knowledge obtained from the college to be poured into a real situation in a company. Doing the job training for a month, the writer was directly involved with all staffs of fixed phone sales division in the promotion activities. TELKOM Kandatel Solo conducted various activities of marketing communication to increase the awareness and the selling rate. All forms of promotion activities conducted by TELKOM Kandatel Solo need a prior preparation and planning to make the plan of promotion activities can be held on time and reach a maximum result.

There are promotion activities of TELKOM Kandatel Solo in increasing awareness and the selling rate, namely:

1. Giving material promo

Giving material promo such as banner, sticker, and flyer is conducted by TELKOM Kandatel Solo especially Flexi in order to make the people know and aware about the existence of Flexi.

## 2. Sponsorship

This activity is held to increase the people's awareness by sponsoring an event. TELKOM Kandatel Solo especially Flexi has a chance to include its name, logogram, even they can brand the place of the event to make the people coming to the event know about the existence of Flexi

## 3. Gathering

Gathering is usually held by the Telkom Branch Office by inviting the existing outlets in its region to socialize the program and new products from the Central Office.

## 4. Giving merchandise

The selection of merchandise by Flexi must look at to whom and what kind of event going to be on. Merchandises that are often given by Flexi are sticker, pen, block-note, key holder, mug and T-shirt.

## 5. Inserting an advertisement in radio.

Inserting an advertisement in radio program can reach much more public. It is much more expected to be able to increase the sales of Flexi.

## **B. Suggestion**

### **a. PT. TELKOM Kandatel Solo**

The lack of means and infrastructure of promotion media such as banner, and billboard aiming to increase the awareness and sales has result the dissemination of the message to the consumers late. It is suggested that PT. TELKOM Kandatel Solo side especially the Fixed-Phone Sales Division is better to multiply the promotion media by above the line (ATL) and below the line (BTL) to increase the awareness and the sales as the more the promotion media make the dissemination of the message to the consumers to be more accelerated.

### **b. The English Diploma Program**

Relating with the difficulty of the writer to find a company for internship program, it is suggested that English Diploma Program gives some help for its students in finding a company for internship program, such as giving some references of companies, the addresses or the number of the contact person and so on, so that there will be no more difficulty for the students in the future.

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Buku Panduan TELKOM Kandatel Solo.



**FLEXI FRONTLINER CLUB  
(FFC)**



ID FL : 4471657

Nama	Desy Natalia *
Alamat	Sragen manggis RT 012 / 005
Nomor KTP	33.1410.561279.0002 *
Telepon	894707 *
Area Kode	0271 *
Tanggal Lahir	16 / 12 / 1979 *
Bank	BCA
No. Rekening	077 034 4441

ID Outlet	
Nama Outlet	GLORIA *
Alamat Outlet	Jl Raya Sukowati 386 A Sragen *
Telepon Outlet	894707
Sentra Handphone	
Authorized Dealer	
Kecamatan	

Kancatel	
Divre - Datel	
Group ID	

Petugas

(.....)

Frontliner  
**Gloria SELULER**  
 JL. RAYA SUKOWATI 386A SRAGEN (0271) 894707  
 VOUCHER - HANDPHONE - ACCESSORIES  
 (.....)

**NOTE :**

- ID FL akan disampaikan melalui telepon / SMS oleh petugas
- Setiap registrasi Trendy melalui 4444 akan mendapat 1 poin dan bila isi ulang akan mendapat 1 poin extra. Poin dapat ditukar Rp.2.000,- (poin registrasi) dan Rp.1.000,- (poin extra)
- Cara registrasi : reg\*jenis-identitas\*nomo-identitas\*nama\*jenis-kelamin\*tempat-lahir\*tanggal-lahir\*alamat\*kota\*IDFL
- Untuk mengetahui jumlah poin : ketik, FL\*POIN\*IDFL kirim ke 8000



# DATA OUTLET



1	Datel	
2	Catel	
3	Nama Outlet	
4	Alamat	
5	Kota	
6	No.Telp.	
7	Status Outlet	Aktif    Tdk Aktif

1	Nama Pemilik	
2	Nama Pengelola	
3	Alamat Pemilik	
4	Alamat Pengelola	
5	Contact Person	Telepon :

1	ID Outlet	
2	Kelas Outlet ( jl )	Protokol    Besar    Medium    Kecil
3	Lokasi Outlet	Kampus    Sekolahan    Perum    Pusat HP    Maal    Pasar    Jl. Raya
		Stasiun    Terminal    Ruko    Kampung

1	B T S	
---	-------	--

1	Nama Front Liner	
2	Umur	
3	Jenis Kelamin	Laki-laki    Perempuan
4	Pendidikan	SD    SMP    SMA    PT
5	No. Telp FL	

Operator	Flexi	Tikmsel	Indosat	XL	Fren	3	Ceria	Smart
1	Stock Kartu							
2	Sales Kartu / bln							
	Sales Voucher / bln							
3	Branding (%)							
4	Material Promo (Jenis + Jumlah)							

1	Nomor KTP / SIM	
2	Tgl Lahir	

Solo, ..... KANVASER                      FRONLINER  (.....)                      (.....)	Saran :
--	---------