

ABSTRACT

In the era of globalization, the need for technology and information becomes important for the global community, Indonesia itself both government and private sector began to realize the need. It is utilized by businessmen in the field of telecommunication industry, one of them is PT. Telkom Indonesia.

This research is a descriptive research type using qualitative research method. The data obtained from interview with internal company namely ASMAN (Assistant Manager), Sales Supervisor, and Sales.

The results of this study indicate that the application of direct marketing on IndiHome products in PT. Telkom Cijaura Bandung when viewed from the standpoint of the company has been successful because it is in accordance with the target set by the company. While the obstacles encountered in PT. Telkom Cijaura, ranging from offers made using the phone usually given a variety of responses ranging from agreeing to meet so it can be in follow-up until the only complaint without interest to use the products offered. As for the face to face the responses are various, some agree but most directly refuse without listening to the explanation given. But these barriers can still be overcome by the company by having a professional sales avangers.

Keywords: Promotion Mix, Direct Marketing and IndiHome