

ABSTRACT

At this time many business people or companies are promoting with an interesting strategy, namely using marketing communication strategies. This marketing communication strategy is also used by PT. Telkom Indonesia WITEL East Jakarta . The East Jakarta business area has a high income compared to other business areas. Some of the services available are the submission of Telkom internet network, Telkom Indome, cable tv network and telephone network installation. IndiHome is a triple play service consisting of high-speed fiber internet, IPTV, and home phones that are spread in more than 160 cities throughout Indonesia. Even so, Indihome PT Telkom Witel East Jakarta continues to experience an increase in private services made by customers. The purpose of this study also wants to know the steps taken by the company in conducting marketing communications from planning, implementation to evaluation. This research method uses descriptive qualitative with the paradigm of constructivism where the paradigm looks at how each person basically has thoughts and can construct those relationships which certainly involve emotions or personal life experiences. The results of this study also found that the planning and implementation steps were well implemented by Indihome PT. Telkom Witel East Jakarta but in the evaluation section of Indihome PT. East Jakarta Telkom Witel is still lacking in making improvements so that complaints are still being conveyed by customers which results in termination of indihome services.

Keywords: marketing strategy, Indihome product, customer complain