

## **ABSTRACT**

*Advertising currently run by the Marketing Division of PT. Telkomsel, Tbk. West Java Region is inclusive of the ad settings, sponsorships, and other functions that may promote the company. Therefore it is crucial for the company to practice advertising more efficiently.*

*This research is meant to streamline the cycle time of the advertising business process implementing the Business Process Improvement (BPI) method. The BPI method will result in an improved business process proposal by conducting a streamlining analysis as well as implementing small, incremental changes to the existing business process. This proposed business process is generated by considering the expectations of customers as well as input from Telkomsel. In addition to the proposed business process, this research will also result in several SOPs. These SOPs are meant to ease the transition Telkomsel will have to work from the existing and into the proposed business process.*

*From this research we may conclude that an SOP may be a very constructive addition to a BPI generated proposal. The outcome of this research takes form of a proposed business process which has a 67% efficiency and 199.9 hours of cycle time. Also, SOPs as many as eight has been created to accomodate eleven activities as analyzed with the streamlining analysis.*

*Key words: Business process, advertising, Business Process Improvement (BPI), Standard Operational Procedure (SOP).*