

ABSTRACT

The rapid of technological advances in the era of globalization led to the development of communication and information technology is also progressing rapidly. Many companies in Indonesia are engaged in technology, one of them is PT. Telkom Indonesia. In order to go digital telco company, Telkom changed the vision of Telkom's mission to "Be The King of Digital in The Region" and "Lead Indonesian Digital Innovation and Globalization". Based on the results data revenue of PT. Telkom per-Region 2016, Telkom Region V is the highest region of the entire Eastern Region of Indonesia, especially Witel Surabaya. The development of the company can not be separated from marketing problems. It is estimated that the increasingly tight competition in increasing the interest of customers, cause companies to compete each other to make innovations move in an effort to approach customers. PT. Telkom Surabaya, especially BGES units manage corporate customers, not a personal. Customers. Corporate customers have several properties, such as decision making to purchase, requiring informed input and careful consideration, and the need for customized, customized, large-scale, and high-tech services. Therefore Telkom sees the need for a key person to be able to lead and explain to customers personally about the products and services of Telkom itself. The purpose of this study is to determine personal selling by PT. Telkom Surabaya as a marketing strategy. This research is using qualitative research, methods case study. So, writer is using in-depth interviews techniques to four informant in PT. Telkom Surabaya to get the required information. The analysis technique data that used are data reduction, data presentation, and conclusion. The results showed that PT. Telkom Surabaya applied the stages of personal selling. But the sequence is not exactly the same as in the theory, because it depends on the situations and conditions. So, this personal selling stages will always be repeated.

Keyword: Personal Selling, Marketing Strategy