

ABSTRACT

With the development of information technology and telecommunications at this time, all levels of society consider technology to be a basic need. Therefore, many companies in the telecommunications sector compete to issue their superior products. One of them is PT. Telekomunikasi Indonesia, Tbk with its flagship product, IndiHome.

The purpose of this study is to find out more about the direct marketing strategy used by IndiHome PT. Telkom Indonesia STO Dago in introducing products that will be used by customers and those who have used it. The research method used is descriptive qualitative method. Data obtained from observations, interviews and documentation with ASMAN (Assistant Manager) and Sales Force STO Dago.

The results showed that the application of direct marketing strategies in order to stimulate interest in using IndiHome products at PT. Telkom Indonesia STO Dago has been running smoothly according to established procedures. The obstacles faced by PT. Telkom Indonesia STO Dago is an erratic customer response where there are those who respond very well to responses that are not good. But the direct marketing strategy is easy to apply to PT. Telkom Indonesia STO Dago because customers already believe in the quality and services provided by IndiHome products.

Keywords: Direct Marketing and Purchasing Decisions