

ABSTRACT

The rapid development of technology is marked by the emergence of various kinds of sophisticated technology and can meet the public's need for information. We can find this technology in our daily life such as smartphones, laptops, television, radio and also tablets that can be used to exchange information. To use this technology at the maximum function, an internet network is needed. A company that engaged in telecommunications and communications is PT.Telkom. One of the products from PT. Telkom Indonesia is Indihome. In the last 5 years, indihome has been announce as a first ranked in the top brand award in the category Internet Service Provider(ISP) Fixed. Sobat Indihome is a digital channel that can make an offers by spreading information about Indihome promo through social media and directly asking theirs followers to registrer through the registration link that already broadcast. In the Sobat Indihome marketing process, it is done by direct marketing and marketing through social media to increase the selling interest. This research with the title "Analisis Strategi Komunikasi Pemasaran Direct Marketing Untuk Meningkatkan Minat Pakai Sobat IndiHome PT. Telkom Indonesia (Studi Kasus Witel Cirebon 2021)" wants to find out how to apply direct marketing and marketing through social media and to find out how to faced the problem by the company during the marketing process.

This study uses descriptive qualitative research methods. Data sources that has been used in this research is primary data and secondary data. Data collection techniques that i used in this research are observation, interviews, and documentation. The results of this research will provide an overview of how effective marketing communication strategies for the companies. Hope this research can help companies to continue to increase consumers interest , get maximum results and be able to compete with other companies.

Keywords : Marketing Communication Strategy, Direct Marketing, Social Media.