

ABSTRACT

According to the International Telecommunication Union, globally the users of telecommunication and information technology are growing rapidly from 2005-2019. Indonesia is one of the developing countries that cannot be separated from the internet, because with the internet accessing whatever we want can be more effective and efficient. PT Telkom Indonesia is one of the largest telecommunications providers engaged in information and communication technology (ICT) services and telecommunications networks in Indonesia. Telkom released a product called IndiHome, a digital service that uses fiber optic technology, so that data transmission and access can be done at optimal speeds. PT Telkom Indonesia introducing and promoting the products is by using telemarketing.

This study aims to determine the implementation of telemarketing in the Add on IndiHome product offering at PT. Telkom Witel SUMBAR in 2021. This type of research is a qualitative descriptive research method with data collection techniques used are interviews, observation, documentation, and triangulation.

Based on research results that PT. Telkom Indonesia Witel SUMBAR still uses telemarketing in the form of outbound calls as a promotion to introduce Add on IndiHome products to customers. PT. Telkom Witel SUMBAR uses telemarketing which can save time or time efficiency, can be done ondesk, effective because telemarketer agents target customers according to their profiling so that the products offered are in accordance with customer needs, and can save on operational costs.

Keywords: *Telemarketing, Promotion, Outbound Call.*