

**TELEMARKETING USE IN INCREASING THE NUMBER OF
CUSTOMERS INDIHOME**
*(Constrained Network Customer Case Study PT. Telkom Indonesia
Witel Riau Mainland in 2021)*

ABSTRACT

Fierce competition in the marketing of goods and services has triggered companies to be more responsive to market changes and choose the right strategy. As in the business competition that occurs in the internet industry now it can be said to be quite tight. No exception PT. Telkom Indonesia with one of its flagship products, IndiHome. The research was conducted at PT. Telkom Indonesia Witel Riau Mainland and one of the marketing strategies used to market IndiHome products is telemarketing. The type of telemarketing used is outbound telemarketing or outgoing calls. This study aims to determine telemarketing use in increasing the number of customers IndiHome (constrained network customer case study PT. Telkom Indonesia Witel Riau Mainland in 2021). This research was conducted with descriptive qualitative methods, and the data collection techniques used were observation, documentation, and interviews. This research shows that the stages of the promotion system through telemarketing can renew customer interest because customers have been filtered beforehand, increase the number of customers who are constrained by the network, the solution makes it easier to offer products back without having to go directly to the field, and is a marketing strategy that is quite inexpensive to use.

Keyword: Promotion, marketing strategy, telemarketing.