

ABSTRACT

Currently, people around the world have entered the digital era, where internet networks and computer information technology can be accessed everywhere and have become the needs of everyone, from children to adults. PT Telkom Indonesia is one of the largest telecommunications service companies providing Internet Service Provider (ISP) services, especially in the Bandung Telecommunications Area. The large number of people who need access to internet services at this time has led companies in Indonesia to try to meet people's needs. Therefore, an effective promotion strategy is needed to be able to support increased sales of IndiHome products in the Apartment Premium Cluster segment. This study aims to find out and also understand how effective the implementation of sales promotion through the CAM Downline Program is in increasing sales of Indihome products in the Bandung Region.

The research method used is qualitative research. The research approach used in this study is an inductive approach because it starts from existing data, not from a theory, and does not intend to test the theory. Data collection techniques using interview techniques, observation, and documentation.

The results of this study indicate that Downline CAM sales promotion activities have not been effective. This is due to many factors, such as the lack of enthusiasm and the inaccuracy of the Downline CAM sales promotion marketing targets. The author's suggestion for companies is that companies should conduct training for Consumer Account Managers (CAM) and Downliners (Downline Partners) so that the programs are made more optimally and their performance increases.

Keywords: Marketing Mix, Sales Promotion, Effectiveness