

CHAPTER I

INTRODUCTION

1. 1 OBJECT

1.1.1 History of the Institution

PT. Telkom is one of the biggest telecommunication companies in Indonesia, which gives services of communication for community. At first, it was called Post En Telegraafdienst which established in 1884 with staablad number 52, and then it became Post Telegraft En Telefoondiest (PTT) in 1906 with staablad number 395 which called PTT Dienst. Base on IBW (Bedrijvenwet), PTT Dienst was appointed as State Company in 1931.

In 1960, the government issued a government rule about requirement to be a state owned company, this rule was substitution of former rule number 19 year 1960. PTT Dienst has gotten requirements to become a state owned company with PERPU number 240 Year 1961. Finally, it changed to become PN Post and Telecommunication. PN Post and Telecommunication has developed rapidly.

Therefore, the government did re-observation that resulted in regulation (PP) number 29 and 30 year 1965, which divided two parts of PN Post and Telecommunication in two companies. April 28th 1970, based on the Minister of Communication decree

number 129 Year 1970, PN Telecommunication was changed into general company Telekomunikasi (PERUMTEL). Base on the government decree number 36 year 1974, PERUMTEL was appointed by government as an authorized company to manage telecommunication installation for public domestically and internationally.

The government decree number 58 year 1980 explains that the government has bought all shares of PT INDOSAT. Then, to increase telecommunication service for public, the government decree number 22 year 1974 was changed to number 53 year 1980, which authorized PERUMTEL as Company to manage telecommunication installation domestic, and the relationship of foreign telecommunication was organized by Indosat. Based on government rule number 25 Year 1991, Perusahaan Umum (PERUM) is changed to Perusahaan Perseroan (PERSERO) as it is meant in the regulation number 1989 and it becomes PT Telkom.

PT Telkom is a company which moves in business of information and communication (Infocom) and the biggest network provider in Indonesia. PT Telkom supplies the fixed wire line, fixed wireless, mobile service, data internet, and other multimedia services.

1.1.2 Organization of the Institution

Organization is grouping of activities and delivering those to departments or parts which are head by manager (Koontz and O'Donnell:1986). Organization structure is very important in each department to reach the goals that have been determined.

On July 1st 1995, the infrastructure organization of PT Telkom has changed. The company was divided into several branches, called as Telecommunication Business Area (WITEL). PT Telkom has seven regions division, there are:

1. Regional Division I

Regional Division I covers all areas in Sumatra, the central office is located in Medan.

2. Regional Division II

Regional Division II covers all areas in Jabotabek (Jakarta, Bogor, Tangerang, Bekasi), the central office is located in Jakarta.

3. Regional Division III

Regional Division III covers all areas in West Java and Banten, the central office is located in Bandung.

4. Regional Division IV

Regional Division IV all areas in Yogyakarta and Central Java, the central office is located in Yogyakarta.

5. Regional Division V

Regional Division V covers all areas in East Java, the central office is located in Surabaya.

6. Regional Division VI

Regional Division VI covers all areas in Kalimantan, the central office is located in Balikpapan.

7. Regional Division VII

Regional Division VII covers all areas in the East Region of Indonesia (Sulawesi, Bali, Nusa Tenggara, and Papua), the central office is located in Makasar.

Each Regional Division has same regional telecommunication service office (Kandatel). The telecommunication service area of Lampung (Kandatel Lampung) part Sumatera Regional Division I (Divre I) which has main function is to provide Telecommunication network in all are of Lampung Province.

Seven members of the board of management are ;

1. Bussines erformance Division
2. Access NW Maintenance Division
3. Access Operation Division
4. Custumer Care Division
5. Fixed Phone Sales Division
6. Sales Data and VAS Division
7. General support Division

And also for branch offices there are 2 Junior Managers who are located in Kandtel Metro and Kandatel Kotabumi.

1.1.3 Vision, Mission, and Strategy

a. Vision and Mission

Vision and Mission is one of the important things in a company. PT Telkom has become one of the solid communication companies with its Vision and Mission. There are:

➤ *Vision*

The Vision of PT Telkom is ;

1. To become a leading infocom player in region.
2. PT Telkom has a goal to place itself as the infocom company in the financial sector, market and operation in Asia.
3. Provide services multisolution and high quality information and communication.

➤ *Mission*

The mission of PT Telkom is;

1. To provide One Stop InfoCom Service with Excellent Quality and Competitive.
2. To be the Role Modal as the Best Managed Indonesian Corporation.

PT Telkom commits to give the best services and quality in giving the easy for the customer with competitive price. In managing the business, Telkom has the

best ways based on the International standard which concerns to the superiority of the company.

b. The Strategies of the Institution

PT Telkom has some strategies to make its business better, there are:

1. Multi Service Bundling

To build a better info-com business, PT Telkom must provide full integrated service to its customer. The customer will no longer recognize PT Telkom as just merely fixed telephone provider, but also as full range multimedia network service in one package.

2. Service Excellent

PT Telkom must give service excellent to its customers, because they face competitive era. Good quality of products and services such as, delivery, price, and sales support are major focuses of all units in PT Telkom.

3. Build Business Scale

To build wide-scale business is important for PT Telkom as a well-known national company. PT Telkom needs a strong central policy and public known products and service which are implemented widely in the region. It will create a big business scale of PT Telkom and give strong entry barrier to its competitor.

4. Strong Financial Growth

Company potential growth is must. It is key point any company growth and sustainability.

1.1.4 The Products and Services of the Institution

Telkom has so many kinds of products and services which can be used by its customer namely:

1. Telephone (fixed line)

Local telephone is a telephone service inter customer in distance under 30 km or in one local area.

2. Telkom SLI/Telkom International Call 007

Telkom SLI is an international direct dialing where the customers are in different country. To do the international call, the customers use the country code.

3. Telkom SLJJ

Telkom SLJJ is the communication service in far distance, which is still in same country.

4. Telkom Global 01017

Telkom Global 01017 is an international call to foreign countries both for the customer of fixed telephone and mobile telephone.

5. Flexy Classy

Flexy Classy is a flexy service with pasca payment system.

6. Flexy Home

Flexy Home is a flexy service with payment system, which bases on the simcard.

7. Flexi Trendy

Flexi Trendy is a flexy service with payment system, which bases on the simcard.

8. Telkomnet Instant (080989999)

Telkomnet Instant (080989999) is a service of internet access without to become customer by using access number 080989999.

9. Speedy

Speedy is an internet service in high speed from PT Telkom, which bases on technology of Asymmetrical Digital Subscriber line access. The data communication, voice, and video can be done the same time in the media of access network of telephone line.

10. Nadasela

Nadasela is telephone facility, which can detect every incoming call, and still can be accepted without interrupting the previous conversation.

11. Telkomnet Flexy

Telkomnet Flexy is a telecommunication service with voice (Voice over Internet Protocol/VoIP) and data. The technology is basing on wireless access and using CDMA technology, which enables customers to pay less.

12. Wartel

Telkom also provides public telecommunication services maintained and run by private usiness or individual owners in cooperation with TELKOM.

13. Telkom Coin

Coin-based public phone (Telepon Umum Coin-TUC) uses one type of coin as an accepted payment for call charge.

14. Fixed Bill Package (PTT)

Fixed Bill Package is one of the Telkom products, which omits subscription.

15. Lacak

Lacak is used to transfer the call step into the order telephone number if this busy.

16. Sandinada

Sandinada is facility to make a short cut to telephone number becoming one or two digits.

17. CLIP (Calling Line Identification Presentation)

CLIP (Calling Line Identification Presentation) is a facility that used to know the caller identify. The telephone number of the caller can be seen in the screen of the telephone.

1.2 Job Description

The writer had some activities while doing field practice in Personal Consumer Service at PT.TELKOM KANDATEL LAMPUNG out bond call activity is a part of the customer services unit which consist of greeting the customer in introducing Telkom's product, The writer works are as follows :

1. Greeting to promote Speedy

The writer did the greeting speedy for the customer. Then the writer to promote speedy for the customer. The writer also gave information about the discount of using speedy.

The General way to do the greeting:

- Good morning/ afternoon. I am from PT.TELKOM, Then I want to confirm, mention the customer phone number and make sure that it is right. If it is right, continue to promote speedy for the customer. Finish it by saying thank you for the time and good morning/ afternoon.

Dalam bahasa Indonesia cara untuk mempromosikan speedy adalah :

Selamat pagi atau selamat siang, ini dari perusahaan PT TELKOM Bandar Lampung ingin konfirmasi, sebelumnya sudah pernah berlangganan Internet atau Speedy?

Jika belum, Perusahaan Pt TELKOM ada promosi Speedy , Jika Bapa atau Ibu berminat untuk berlangganan Speedy, bulan pertama gratis, bulan ke 2 – 6 dengan harga Rp. 99.000 / bulan. Untuk modem standard dengan harga Rp.125.000 / bulan untuk modem wi- fi, dan harga Rp.195.000 / bulan ke 7 untuk standar wi-fi dan modem standar.

Untuk informasi selanjutnya, PT TELKOM akan menghubungi bapak atau ibu kembali.

Trimakasih atas waktunya

Selamat pagi atau selamat siang.