

CHAPTER II

DISCUSSION

2.1 Relation with the Staffs of the Institution

The writer did the field at PT Telkom Kandatel Lampung as telemarketing. Firstly, there are ten telemarketing staffs but at 1st July 2011 there are 6 telemarketing staffs were resigned. All of the telemarketing staffs have good integrity and skills to solve the problems that the staffs were faced. In doing her duties, the writer accepted many helps and guidance from them. If the writer got difficulties in doing the duties, the staffs would give help to the writer. However, the writer did not have direct relationship with all of telemarketing staffs.

2.2 Relationship with the facilities of the institution

In PT Telkom Kandatel Lampung the writer did the field practice as the Speedy Telemarketing by phone so there are no more facilities, which were used by the writer, the writer only use telephone facility for did the field practice at PT Telkom Kandatel Lampung.

2.3 Relationship with Clients of the Institution

PT Telkom Kandatel Lampung has so many clients who are spread in the some areas. The writer faced them through the telephone. The writer faced more than 50 customers by telephone every day.

The writer will discuss about some ways of PT Telkom Kandatel Lampung and the writer to offer Speedy by telephone to the customers, as follows:

1. Analysis the Problems

Nowadays, many people need an internet service, but there are some people who do not know what the internet provider that has many advantages for them is. For this reason PT Telkom serves the Speedy with many promotion programs every month.

Speedy is an internet service in high speed from PT Telkom, which based 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.

Feedback and information is an important element in building an effective system of service delivery, including:

- Level of customer satisfaction to consumer
- Quality of service to consumers

In order to develop a service delivery mechanisms that meet the needs, desires and expectations of customers, need to know the following things:

1. Knowing what customers think about you, your ministry.
2. Measure and improve your performance.
3. Using your strengths into market segregation.
4. Take advantage of your weakness into development opportunities is before.
5. Establish an internal communications vehicle so that everyone.
6. Demonstrate your commitment to quality and your customer.

2. The Effort Done by PT Telkom and the Writer to Solve

The Problem

To solve this problem especially consumer services staffs have must a strategy to promote speedy for the costumer. To be able to improve marketing, PT.TELKOM can do an analysis of various aspects covered by the concept of BACA.

The concept of BACA is an analysis carried out for the marketing of a product, how to do positioning and target market segmentation analysis of the Speedy service. BACA the consisted of Branding, Awareness, Cost and Availability.

➤ Branding

Branding is the image of a product or service, where the branding is a service may be positioned target customers. With branding, a service can be imaginative and characteristic imaginable.

Therefore Speedy brand should be focused on a particular segment, which is expected to be able to create the image of the service. Focus on customer segmentation will make the target of Speedy customers more easily achieved.

One of segmentation that can be targeted from Speedy is a community school, where Speedy brand image could be one of internet service providers to schools.

Speedy Branding can also be combined with community building, as currently many to be the trend is the presence of a hotspot café or other hangout. By combination with the product i-vase, then the pre-paid Hot Spot with Speedy could be offered as a value added service to end users.

Currently for branding Speedy, should be directed to the formation of communities, considering when sold conventionally would be difficult to compete in the market place. Community support will give positive feedback to promote speedy performance as well as an active evaluator as well as marketing for speedy service.

From the above discussion, Speedy branding should be directed to community development (Community Development), thus will be better known as Speedy Internet access service from Telkom.

➤ **Awareness**

Awareness is more directed to how a product / service that has a brand, you can inform potential customers, so they know and want to use or at least aware of a time when the product / service is needed. After branding Speedy formed, then the next step is to give awareness to the target users are considered as potential customers of Speedy. This can be tailored to the communities that are being developed. As the school will give effect to the seller to the houses, given the presence of Speedy in the school, the student automatically will be

familiar with Speedy and communication in the discussion of the learning materials can be accessed only by Speedy.

Awareness can be constructed with other mediating such as promotions, but the current promotion is no longer a medium to introduce the product, but more directed at the target potential customers. Jingle or word motto to be important in making this promotion.

Speedy can be made with the awareness that more attractive, by Speedy access placement in each place who are considered potential as well as assistance for schools, then the words of the motto can use the 'Speedy Yuk' What is clear with a clear awareness will enhance the imagination of potential customers which allows for the selection of a service when the user requires.

➤ **Cost**

Cost not apart from the tariff strategy of a product / service where prospective customers or users may consider whether the product / service is appropriate for use and in accordance with the bag.

Once the brand is created and the public aware of Speedy service, then the cost or tariff will be a further parameter that determines the success of marketing Speedy. Speedy tariff or cost is determined by several things, namely the problem of installation fees, modem prices, subscription and usage charges. This condition can actually be overcome by several strategies such as direct sales, indirect sales as well. The use of the discount on the initial

marketing of a product or service shows mature yet, so if you can discount the price of a product launch at the beginning of the service could have been avoided.

In order to create the image of cheap and competitive prices, the imposition of tariff parameters can be added but at the beginning of the installation can be made free with entry into service pack for 6 months or more. Speedy modem or with subsidies, could be more effective than price discounts.

➤ **Availability**

Availability or the availability of the service, your prospective customers already know and want to subscribe, then the service must be within the shortest possible time can be enjoyed.

Some things in addition to the means of production Speedy, then the modem can be a barrier of the availability of speedy service. Currently there are about 26 vendors who provide various types of modems with a variety of price ranges starting from 275 thousand to 1.5 million. This of course can be a barrier for the success of Speedy service, since users are generally less aware about the modem that will be purchased. The solution to this problem is to bundle a modem with speedy service. Thus each user who will subscribe Speedy will immediately get the necessary modem without the need to bother to have brands which are considered good.

There are consumer services staffs also have the procedures of greeting Speedy:

1. Prepare data of the customers who are still using telephone line in Lampung area.

2. Doing the greeting to the customer. The writer did the following ways to do the greeting Speedy, namely:

- Say good morning/good afternoon, I am from PT Telkom
- Mention the customer's number to make sure that the number is right.

Ask the customer whether they have computer or did not have. If the customer were not having computer the writer finish the call by saying thank you, good morning/good afternoon. If they were still having computer, the writer offered them to use speedy. The writer also gave information about Socialia Packages of Speedy and the advantages of using it.

- Then, if the customers gave good response, the writer wrote down their data and invited them to visit PT TELKOM Division of West Consumer Service Lampung Area by brought identity photocopy, and stamp as regulations of registration
- If the customer did not give good response the writer ask to the customer, why they do not want to use Speedy and write the reason at list customer paper.

2.4 The Norms of the institution

The norm is related to the discipline, duty and prohibition. PT.TELKOM also has it to keep the balance in working. The writer must obey it while doing field practice activity. Each of the norms is explained bellow:

1. Discipline

Discipline in the institution consist of attitude, performance and behavior of the employer which of based on the responsibility in creating the good situation.

Discipline at PT.TELKOM consist of:

a. Obeying the work time and attendance

Accept the employees who work in operational division. The writer arrived in the office at 08.00 A.M every morning and tried to be on time. The staffs work at 07:30 am – 05:00 pm from Monday to Thursday, on Friday the staffs work at 08:00 am – 05:00 pm, and on Saturday they work from 08:00 am – 12:00 pm. The students of field practice work at 08:00 am – 03:00 pm. The staffs and the students must keep the secret of PT Telkom.

The writer did not have any problem to adapt all of the rules.

b. Obeying the dress etiquette.

Every Monday and Wednesday, The employees the staff and the writer must use white and black suit every Monday, and wear *batik* every Friday and all of the staffs must obey all of the rules of PT Telkom.

c. Keeping the cleanliness in the work environment.

The writer threw the rubbish in garbage box which is already served in the corner of the room.

2. Duties

There are some duties that affected the writers work, namely:

a. Keeping the TELKOM secret

The writer is prohibited to tell the secret of the institution so the writer must obey it and just do her duties in right way.

b. Doing the duties well

Every duty from the staffs must be done by the writer as well possible and full of responsibility.

c. Respecting other employees

The writer must respect other employees because the writer has to implant a good impression to the institution so, the staff feel satisfied that they had relation with the writer and the university.

d. Prohibition

There are some prohibition in PT.TELKOM, namely:

a. Damaging the TELKOM goods or facilities formally

The writer tried to use the goods and facilities in PT.TELKOM as well as he can.

b. Being absent without giving clear reason

The writer tried hard to attend every work days in PT.TELKOM to do the duties.

c. Making a stir in the work environment

The writer tried to be calm and comfortable situation so, the work can be done well.

2.5 The Writer's Difficulties that were Encountered.

When the first time the writer come to PT.TELKOM, the writer felt nervous and afraid of adapt. Those feeling fortunately could be solved day by day by implanting self-confidence to herself.

When the writer started to do her work for the first time, the writer was afraid to make mistake. When the telemarketing coordinator ordered the writer to do greeting Speedy at the first time, the writer did not have idea how to do this duty, but the writer can solve the problem. The writer made the text to do greeting Speedy to the clients.

2.6 The skill that the Writer Needs to Develops in the future

Skills are abilities to do the duties well. During the field practice at PT Telkom, the writer needs skill that can support the duties is a good communication skill. The writer realized that a good communication is very needed to face the clients, especially to promote Speedy.

So, that companies can increase customer loyalty, it is necessary known what factors are influencing customer loyalty and find out the correlation between these factors, so that steps can be performed to fix it.

to get consumer loyalty telecommunication services operator must perform as following:

- (1) Improve customer satisfaction by improving quality of service,
- (2) Maintain consumer confidence in the company / operator.

2.7 The Courses Curriculum of D3 English Program

The students of D3 English Profession are given some basic skills and additional skills, like writing, speaking, office computer, office management, etc. The courses are good enough and some of the subjects are useful to the writer while doing the field practice. However, there are needed to be improved.

The subject of hospitality and work ethic are also needed to hold some practices in the class in order to the students can apply this subject in the field practice. This application of this subject is very important to face the clients and all of the staffs.