

CHAPTER II DISCUSSION

This chapter consists of the discussions which are explained based on the writer's experiences while doing field practice activity in the institution. Each of the discussion will be explained below.

2.1 Relation with the Staffs of the Institution

The writer did the field practice at Lampung Telkom Consumer Service Co.Ltd as telemarketing. Firstly, there is one telemarketing coordinator and there are ten telemarketing staffs but at 1st July 2011 there are 6 telemarketing staffs finished contract. 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 has direct relationship with all of telemarketing staffs and telemarketing coordinator only.

2.2 Relation with the Facilities of the institution

In Lampung Telkom Consumer Service Co.Ltd the writer did the field practice as the Speedy Telemarketing by phone so the writer only used telephone facility for doing the field practice at Telkom office in Pahoman, Bandar Lampung.

There are eleven telephones in the writer's room, but only ten telephones which can be used to communicate.

2.3 Relationship with Clients of the Institution

Lampung Telkom Consumer Service Co.Ltd 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 workday. The writer not only faced customers in Bandar Lampung area but all of regencies in Lampung.

2.4 The Norms of the Institution

Norms are the behavioral expectations and cues within a society or group. They can be written or not. At the first time the writer came to the Lampung Telkom Consumer Service Co. Ltd, the writer felt comfort with the situation. The staffs of the Telkom Co. Ltd were very friendly. The students of field practice were accepted well by them. The writer saw that they had has principle such as; be disciplined, be polite, and be friendly.

The norms of Lampung Telkom Consumer Service Co. Ltd were always done by the staffs such as; the staffs must come to the office on time, the staffs wear the neat and polite shirt, the staffs must permit if they cannot come to the office, 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 Telkom Co.Ltd.

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

2.5 The Difficulties and Resolving the Problem

During the field practice at Telkom Co.Ltd, the writer found some difficulties which are could be overcome; from all of the customers who are called by the writer many customers did not know what Speedy is, even there are customers did not know what internet is and how to use internet. To solve that problem, the writer socialize about internet before promote the Speedy to the customer who did not know what the internet is. The writer never compromise the telephone number of the customers when would did the greeting Speedy, because of it, many customer was called more than once call. The writer ever called the customer to greeting Speedy, but the customer was angry , she said that the Telkom office was always called her and promote the Speedy product every day, she said that it disturb her. To solve this problem. The writer said sorry to that customer and tell her that the Greeting Speedy is done by some telemarketing staffs to many customers so the telemarketing staffs do not know if the customer was called by other telemarketing. Another it, the customer who is called by the writer ask about their telephone line's problem, and ask how much their telephone payment that month is, for this problem the writer say that it's not the writer's duty, and the writer can ask them to visite Telkom office to get information clearly.

2.6 The Skills that are Needed by the writer to be Developed in the Future

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

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, they are hospitality, office computer, office management, and work ethic. They are 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.

2.8 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 Telkom Co. Ltd serves the Speedy with many promotion programs every month. Speedy is an internet service in high speed from Telkom Co. Ltd, 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. Speedy has some option packages which can be enjoyed with the customer in accordance

with their necessity. (* look at table 1 speedy packages in appendix 5). Speedy packages are packages option from Speedy which is different based on the speed and limit time. Its function is to take clients to choose package based on their necessity.

They are consists of 7 packages as below:

➤ Mail Package (limited 15 hours 1 Mbps)

With a speed of 1 Mbps downstream and a cheap price, this package is intended for the introduction of the internet or for users who rarely use the internet but want a fast connection.

➤ Chat Package (Limited 50 hour 1 Mbps)

With a speed of 1 Mbps downstream and 256 kbps upstream and at an affordable price, you can connect to the internet at high speed with a longer duration.

➤ Socialia Package (Semi Unlimited 384 kbps)

With a speed of 384 kbps downstream and 96 kbps upstream without a time limit, you can surf as much for browsing and chatting as long as the quota limit of 3 GB per month. When the usage quota is reached, effective speed will be reduced to 128 kbps up to the end of the month and will return to its original speed at the beginning of next month.

➤ Load Package (Semi Unlimited 512 kbps)

With a speed of 512 kbps downstream and 128 kbps upstream with no time limit you can surf as much for faster browsing, downloading, and

chat as long as the quote limit of 3 GB per month. When the usage quota is reached, effective speed will be reduced to 128 kbps up to the end of the month and will return to its original speed at the beginning of next month.

➤ Familia Package (Unlimited 1 Mbps)

With a speed of 1 Mbps downstream and 256 kbps upstream and the allocation of capacity to a larger international gateway suitable for professionals or user of the internet who shared up to about 10 users.

➤ Executive Package (unlimited 2 Mbps)

With a speed of 2 Mbps downstream and 512 kbps upstream and the allocation of capacity to a larger international gateway suitable for both business and office with share internet usage up to around 20 users.

➤ Biz Package (Unlimited 3 Mbps)

With a speed of 3 Mbps downstream and 512 kbps upstream and the allocation of capacity to a larger international gateway suitable for both business and office with share internet usage up to around 30 users.

From all of above option packages the writer only socialize about *Sociallia Package* for the customer; because *Socialia Package* is efficient package to be used for customer with low price and semi unlimited time. But if the customer asks about another package, the writer tells about it to the customer.

To give information about Speedy, Telkom Co. Ltd. needs to do socialization, so that the customers will know about Speedy clearly. Therefore, Telkom Co. Ltd tries to socialize the Speedy by phone, this activity is called greeting

Speedy which was done by Telemarketing staffs and some the field practice students, including the writer.

The procedures of greeting Speedy are:

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 Sociallia 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.

The requirements which are needed to register Speedy are:

1. Identity Photocopy
2. Seal on receipt
3. The payment of modem installation about Rp. 50.000, - for standard modem and Rp. 100.000,- for Wi-Fi modem.
4. Identity lecturer card (for the special promotion for the lecturer).

Speedy has some the promotion program for two last month from May until June 2011, they are:

1. Promotion Program of Speedy on May 2011

*) Look at the table 2 in appendix 6

On May 2011 Speedy gave promotion for 5 Speedy Packages, they are:

- **Socialia Package**

Normal cost of Socialia Package is 195.000 rupiah per month, but during the promotion for the 1st month the cost is free, for the 2nd until 4th month the cost of Socialia with standard modem is 125.000 rupiah per month, the cost of Socialia Wi-Fi modem is 135.000 rupiah, and the cost for the 5th until the next month is 195.000 rupiah.

- **Load Package**

Normal cost of Load Package is 295.000 rupiah per month, but during the promotion for the 1st month the cost is free, for the 2nd until 4th month the cost of Load package with standard modem is 195.000 rupiah per month, the cost of Load package Wi-Fi modem is 205.000 rupiah, and the cost for the 5th until the next month is 295.000 rupiah.

- Familia Package

Normal cost of Familia Package is 645.000 rupiah per month, but during the promotion for the 1st month the cost is free, for the 2nd until 4th month the cost of Familia package with standard modem and Wi-Fi modem are 455.000 rupiah, and the cost for the 5th until the next month the cost is 645.000 rupiah.

- Executive Package

Normal cost of Executive Package is 995.000 rupiah per month, but during the promotion for the 1st month the cost is free, for the 2nd until 4th month the cost of Executive package with standard modem and Wi-Fi modem are 750.000 rupiah, and the cost for the 5th until the next month is 995.000 rupiah.

- Biz Package

Normal cost of Biz Package is 1.695.000 rupiah per month, but during the promotion for the 1st month the cost is free, for the 2nd until 4th month the cost of Biz package with standard modem and Wi-Fi modem are 1.200.000 rupiah, and the cost for the 5th until the next month the cost is 1.695.000 rupiah.

2. Promotion Program of Speedy on May 18th until May 27th 2011

At May, 18th – May, 27th 2011 Speedy give special promotion program of Socialia Package for commemorate Education Day, the customer can enjoy free internet for 1 month at the first month, pays about Rp 99.000,- per month at the 2nd – 6th for standard modem and pays about Rp 125.000

per month at the 2nd – 6th for wi-fi modem, and pays Rp 195.000,- per month at the 7th until the next months for wi-fi and standard modem.

At 28th – 31st May 2011 the price of Speedy is returned to the price of Speedy Promotion on May 2011.

3. Promotion Program of Speedy on June 2011

*) Look at the table 3 in appendix 7

On May 2011 Speedy gave promotion for 5 Speedy Packages, they are:

- Socialia Package

Normal cost of Socialia Package is 195.000 rupiah per month, but during the promotion for the 1st month the cost is prorata (accordance with using), for the 2nd until 4th month the cost of Socialia with standard modem is 125.000 rupiah per month, the cost of Socialia Wi-Fi modem is 135.000 rupiah, and the cost for the 5th until the next month is 195.000 rupiah.

- Load Package

Normal cost of Load Package is 295.000 rupiah per month, but during the promotion for the 1st month the cost is prorata (accordance with using), for the 2nd until 4th month the cost of Load package with standard modem is 150.000 rupiah per month, the cost of Load package Wi-Fi modem is 175.000 rupiah, the cost for the 5th until the 8th month is 225.000 rupiah, the cost for the 9th until the next month is 295.000 rupiah.

- Familia Package

Normal cost of Familia Package is 645.000 rupiah per month, but during the promotion for the 1st month the cost is prorata (accordance with using), for the 2nd until 4th month the cost of Familia package with standard modem and Wi-Fi modem are 455.000 rupiah, and the cost for the 5th until the next month is 645.000 rupiah.

- Executive Package

Normal cost of Executive Package is 995.000 rupiah per month, but during the promotion for the 1st month the cost is prorata (accordance with using), for the 2nd until 4th month the cost of Executive package with standard modem and Wi-Fi modem are 750.000 rupiah, and the cost for the 5th until the next month the cost is 995.000 rupiah.

- Biz Package

Normal cost of Biz Package is 1.695.000 rupiah per month, but during the promotion for the 1st month the cost is prorata (accordance with using), for the 2nd until 4th month the cost of Biz package with standard modem and Wi-Fi modem are 1.200.000 rupiah, and the cost for the 5th until the next month the cost is 1.695.000 rupiah.

4. The promotion program for the teacher and the lecturer

Speedy gives special price for the teacher and the lecturer who want to register Speedy. For the Standard modem, the teacher only pays about Rp. 99.000, - per month for 1 year and get free internet for 1 month at the first month. For the Wi-Fi modem, the teacher only pays about Rp. 125.000, - per month for 1 year and get free internet for 1 month at the first month.