THE SOCIALIZATION OF SPEEDY PROMOTION PROGRAM
AT LAMPUNG TELKOM CONSUMER SERVICE Co. Ltd

(A Field Practice Report)

By

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LAMPUNG UNIVERSITY
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CURRICULUM VITAE

The Writer was born on November 09th, 1990, in Karang Pucung, Way Sulan, South Lampung. She is the youngest daughter of the couple of Sugito and Komsatun. The Writer has one brother and three sisters.

In 2002, she graduated from Tanjung Ratu 1 Elementary School, Katibung, South Lampung. As so as she graduated from Elementary School, she entered Sidomulyo 1 Junior High School, South Lampung, and graduated in 2005, then continued her study at Sidomulyo 1 Senior High School, South Lampung, and finished her study in 2008. After finishing her study at Sidomulyo 1 Senior High School, she continued her study at Lampung University, D3 English Profession.

Then The Writer took fieldwork practice in Lampung Telkom Consumer Service Co. Ltd from May 1st up to June 30th.
MOTTO

Believe in yourself

(Anonymous)

You can if you think you can

(George Reeves)
DEDICATION

The writer absolutely cannot finish the final report without helping from the people around her, so the writer proudly dedicates this report to these people:

- Her beloved parents, father (Sugito) and mother (Komsatun). The writer deeply wants to say thank for their support and pray, thanks for giving her their belief to finish her study.
- The writer’s almamater, Lampung University.
- Her beloved sister (Tina, Andri, Reni, Riska) and her beloved brother (Rio) for their support, kindness and sacrifice.
- Her June. Thanks for his pray.
- All of Her friends in D3 English Profession Class A and B, the writer cannot mention all.
- All of Her friends in her boarding house.
Praise to Allah for the grants and blessing that this report can be completed, entitled “THE SOCIALIZATION OF SPEEDY PROMOTION PROGRAM AT LAMPUNG TELKOM CONSUMER SERVICE Co. Ltd” at the right time. This report is written as part of require of D3 English Program in the Language and Arts Department of Teacher Training and Education Faculty in Lampung University.

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Finally, any opinions and suggestions toward the improvement of this paper are greatly appreciated. The writer hopes this report could give the benefit especially to the writer, and generally to the readers.

Bandar Lampung,  September 2011

The Writer

RIA NOVITASARI
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CHAPTER I
INTRODUCTION

1.1 Object

1.1.1 History of the Company

Telkom Co. Ltd is one of the biggest telecommunication companies in Indonesia, which gives services of communication for community. At first, it was called Post En Telegraftdienst which is established in 1884 with staablad number 52, and then it became Post Telegraft En Telefoon diest (PTT) in 1906 with staablad number 395 which called PTT Dienst. Based on IBW (Indische Bedrijven Wet), 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 was changed to Post and Telecommunication. Post and Telecommunication have developed rapidly. Therefore, the government did re-observation that resulted in regulation (PP) number 29 and 30 year 1965, which is divided to two parts namely Post and Telecommunication. April 28th 1970, based on the Minister of Communication decree number 129, year 1970,
Telecommunication was changed into Telecommunication Public Company. Based on the government decree number 36 year 1974, Telecommunication Public Company was appointed by government as an authorized company to manage telecommunication installation for domestic and international public.

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

Telkom Co. Ltd is a company which moves in business of information and communication (Infocom) and the biggest network provider in Indonesia. Telkom Co. Ltd 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 Telkom Co.Ltd has changed. The company was divided into several branches, called as Telecommunication Business Area (WITEL). Telkom Co.Ltd has seven region divisions, they 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 VI**

   Regional Division VI 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 the office of telecommunication service area (Kandatel) Lampung also has it as the part of Sumatra regional division (Divre 1) which provides telecommunication network. To manage the organization, Kandatel Lampung is led by General Manager who has responsible with the achievement of business aim which is hold through Kandatel operation. General Manager is also helped by Deputy of General Manager. Kandatel Lampung also has 7 units which are leaded by a manager in each division whose responsibilities are:

1. **Business Performance Manager**
   - To manage Kandatel performance management
   - To manage, prepare, complete, and maintain every operation procedure
   - To manage the effort of avoiding the fraud
   - To manage the quality of management
   - Doing supervision and monitoring of the cooperation realization
2. Access Network Maintenance Manager

- To arrange the network access maintenance plan
- To maintain, updating and entering network access data
- To do the testing, measuring and physical checking of network access
- To do the operation security with the physical improvement
- To maintain access facilities

3. Access Network Operation Manager

- To do access operation (new installation, mutation, disruption of telephone) and to service the corporate customer
- To do access operation (new installation, mutation, disruption of telephone) to service the personal customer and public access
- To do W-Lan operation and public service access
- To do the operation of service access interface Mgt and QoS access and technical support for the access operation service.

4. Customer Care Manager

- To handle the problem, resolving, customer problem, tracking, managing, customer complaint and customer problem, monitoring, controlling, evaluating the service quality (QoS) and SLA management
- To realize of customer loyalty and retention program to cluster-4 and Wartel, and help desk to personal customer
- To do the activity of supporting service and partner of distribution channel (Plaza, Flexi centre, Wartel/net, outlet, Authorized dealer)
• To manage data

5. Fixed Phone Sales Manager

• To promote the program
• To sell the fixed phone product
• To spread and canvassing outlet
• To make micro demand and customer profiling
• To manage the card distribution
• To Monitor, facilitate, and build sales force

6. Data and Value Added Service Sales Manager

• To promote the program
• To sell the data and VAS product
• To make micro demand and customer profiling
• To Monitor, facilitate, and build sales force

7. General Support Manager

• To manage the logistics management process
• To manage internal support, safety and security
• To manage the community development and financial matter

1.1.3 Vision, Mission, and Strategy

a. Vision and Mission

Vision and Mission are the important things in a company. Telkom Co.Ltd has become one of the solid communication companies with its Vision and Mission. They are:
Vision

The Vision of Telecommunication, Co. Ltd is:

To become a leading info-com player in region.

Telkom Co.Ltd has a goal to place itself as the infocom company in the financial sector, market and operation in Asia.

Mission

1. To provide One Stop InfoCom Service with Excellent Quality and Competitive.

2. To be the Role Modal as the Best Managed Indonesian Corporation.

   Telkom Co.Ltd 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

   Telkom Co.Ltd has some strategies to make its business better, they are:

1. Multi Service Bundling

   To build a better info-com business, Telkom Co.Ltd must provide full integrated service to its customer. The customer would not only recognize Telkom Co.Ltd 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 Telkom Co.Ltd.

3. Build Business Scale

To build wide-scale business, it is important for Telkom Co.Ltd as a well-known national company. Telkom Co.Ltd 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 Telkom Co.Ltd and give strong entry barrier to its competitor.

4. Strong Financial Growth

Company potential growth is key point of company to grow and become 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 based on the simcard.

7. Flexi Trendy

Flexy Trendy is a flexy service with payment system, which based 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 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.

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 business 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 it is 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 identity. The telephone number of the caller can be seen in the screen of the telephone.

1.2 Job Description

The writer did the field practice at Telkom Co.Ltd for two months. The writer was placed in telemarketing place. Telemarketing has two rooms. In the first room there are two telemarketing staffs and one coordinator telemarketing. The writer was placed in the second telemarketing room, in this room there are two telemarketing staffs and six the field practice student include the writer. In doing the duties, the writer was helped by them. In that place, the writer did duty. It is greeting speedy. Greeting Speedy is an effort which is done by Telkom Co.ltd to promote Speedy product to customers by phone. Greeting Speedy is done by telemarketing staffs and field practice students including the writer. The Writer calls about 50 customers every workday. The writer not only calls the customers in Bandar Lampung area but also in all of Lampung area such as South Lampung, East Lampung, Metro, and all of regencies in Lampung. The writer did the greeting to ask the customers whether they have computer or not. If they were still having computer, the writer offered them to use speedy. The writer also gave information about packages of speedy and the advantages of using speedy. Then, if the
customers gave good response, the writer wrote down their data and invited them to visit Telkom Co.Ltd by bringing identity photocopy, and stamp as regulations of registration or the customer can wait the staff from Telkom Co.Ltd to install Speedy and prepare the requirements at home. At May 25th 2011 the writer get 1 customer, her name is Rusmiyati from Tanjung Seneng, Bandar Lampung. The writer gets 25.000 rupiah for fee from Telemarketing coordinator because the writer gets 1 customer.
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 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 Socialia 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 1\textsuperscript{st} month the cost is free, for the 2\textsuperscript{nd} until 4\textsuperscript{th} 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 5\textsuperscript{th} 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 1\textsuperscript{st} month the cost is free, for the 2\textsuperscript{nd} until 4\textsuperscript{th} 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 5\textsuperscript{th} 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 2\textsuperscript{nd} – 6\textsuperscript{th} for wi-fi modem, and pays Rp 195,000,- per month at the 7\textsuperscript{th} until the next months for wi-fi and standard modem. At 28\textsuperscript{th} – 31\textsuperscript{st} 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 1\textsuperscript{st} month the cost is prorate (accordance with using), for the 2\textsuperscript{nd} until 4\textsuperscript{th} 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 5\textsuperscript{th} 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 1\textsuperscript{st} month the cost is prorate (accordance with using), for the 2\textsuperscript{nd} until 4\textsuperscript{th} 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 5\textsuperscript{th} until the 8\textsuperscript{th} month is 225,000 rupiah, the cost for the 9\textsuperscript{th} 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 prorate (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 prorate (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 prorate (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.
3.1 Conclusions

Based on the observation during the field practice at Telkom Co. Ltd, the writer's conclusions are:

1. The writer had finished her field practice in Consumer Service Lampung Area at Telkom Co. Ltd which is located in Pahoman, Bandar Lampung. The writer had experienced the real work’s world for about 2 months, started from May until June. Based on the writer’s experience while doing field practice, the writer can say that the works of Telemarketing staff need a lot of patience because the writer should face different characters of people while greeting Speedy to the customer.

2. During the field practice, the writer did greeting Speedy every workday. The writer faces more than 50 customers every workday by phone. Many customers did not know what Speedy is, even there are customers did not know what internet is and how to use internet.

3. The relation between the writer and the staff is well, the writer accepted many helps and guidance from them.

4. Telkom Co. Ltd makes an effort which is called Greeting Speedy. While greeting Speedy, the writer and the staffs can give information about the promotion program of Speedy which probably can influence the customers to use Speedy. This effort is very effective to get the customers of Speedy.
3.2 Suggestion

After doing the field practice at Telkom Co. Ltd the writer gets more knowledge about communication. Telkom Co. Ltd gives the best services to its customers. To increase the developing of Telkom Co. Ltd, especially for Lampung Telkom Consumer Service Co. Ltd, the writer would like to give some suggestions that are expected to be able to give good input to Telkom Co. Ltd such as:

1. Increasing the quality of telecommunication services in order to get customers’ satisfaction.

2. Adding the facilities such as; telephone, facsimile, and computer to make the activities more effective and efficient.

3. Increasing professional service to way such growing courtesy qualities because it as point to star on giving satisfactory for customers. Then showing appearance of service such as talk time, behavior, attitude, helpful, problem solving, etc.

4. As the institution which focuses on the customers, Telkom Co. Ltd should to emphasize the customers in the first place.

5. The Branch Head have to give suggestion for staffs to give good services for customers.
REFERENCES


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