

## **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 Telefoondienst (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 part of PN Post and Telecommunication in two companies. April 28<sup>th</sup> 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 1<sup>st</sup> 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 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.

### **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:

#### **1. Vision**

The Vision of PT. Telkom is to become a leading information communication player in region. PT Telkom has a goal to place itself as the information communication company in the financial sector, market and operation in Asia.

#### **2. Mission**

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

2. To be the Role Model 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.

### 3. **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

Flexy 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 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 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 did the field practice at PT TEKOM 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 PT TELKOM by bringing identity photocopy, and stamp as regulations of registration or the customer can wait the staff from PT Telkom to install Speedy and prepare the requirements at home. The writer get 4 customers, her name is Fujy from Teluk Betung, Bandar Lampung, Muslim from Metro, Hermawaty from Bandar Lampung, and

Inajatullah from Labuhan Ratu, Bandar Lampung. The writer gets 100.000 rupiah from Telemarketing coordinator because the writer gets 4 customers.

The General way to do the greeting:

- ❖ 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.
- ❖ The general way to do the greeting speedy for Indonesian (Look at appendix pages Skript Telemarketing Speedy).