

CHAPTER III CONCLUSION AND SUGGESTION

3.1 Conclusion

Based on the observation during the field practice at PT TELKOM, the writer's conclusion are:

1. PT Telekomunikasi Indonesia Tbk (TELKOM) is the largest full information and communications (InfoComm) service and network provider in Indonesia. It has so many products and services to its customers.
2. The relationship between the writer and the staff can adapt with the norms and the facilities well.
3. Field practice is a program which has been organized by English profession programs, starting May until June which has been finished by the writer. It is hoped that the writer does not only have English knowledge but also in skill to practical ability in real work. There many experiences, knowlidges, advantages, that she gets in real work especially in Telkom Co. Ltd.
4. During the field practice, the writer did greeting speedy only.
In doing the duties, the writer and the staffs used the phone line facility.
5. The skills are needed to develop the courses of D3 English Profession are:
subject of office computer.

6. Concerning itself with the Speedy service has been launched as flagship program of Telkom, the need for careful planning in the formation of brand image of product Speedy service. With the brand image, can be defined targeted customer segmentation. Be aware that not every customer of segmentation can be achieved. Therefore a community focus will be the top priority in establishing a brand image.
7. The concept of BACA is expected to be key words that can be used to analyze the market conditions and how to enter the market so that the target market that is expected to be achieved. With the concept of BACA - Branding, Awareness, Cost and Availability expected to be able to drive a Speedy service market by establishing a community being targeted in focus and direction.

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.

Therefore, improvement of the Speedy itself is still very much and some of the main things that the perceived need for immediately repair are:

1. Improvement of infrastructure problems, the main constraints of the Speedy is still not stable existing infrastructure, especially of the condition of Telkom's IP infrastructure, network auditing and revamping of the end to end into a major development program Speedy.

2. Problem of value added services, with the speedy wide bandwidth means promising to home-house, the development of VAS to be important in increasing ARPU is expected to boost revenue Speedy. VAS alone is expected to be able to boost revenue include IPTV, Voice over Speedy, Hosting and Home Surveillance.
3. Billing problems, related to the development Speedy service, billing conventional Telkom must begin to evolve into a sophisticated billing is considering billing the primary motor telecommunications business. Without adequate billing will be difficult for Telkom to compete with competitors.