

ABSTRACT

PROMOTION IMPLEMENTATION OF TELKOMFLEXI CARD PT TELKOM IN PT MASTEL MANDIRI BANDAR LAMPUNG

**By :
IMMA RIANDA**

Goals of this research is to determine and clearly describe the promotion implementation of TelkomFlexi card PT Telkom. Data collection techniques used in this study is the observation and interviews in order to find relevant data about TelkomFlexi product. Types of data is qualitative data, kind of data in the form of words, sentences, and description related to the company. And data analysis techniques applied are data reduction, data presentation, and drawing conclusions.

Based on research results, data showed that the PT Mastel Mandiri TelkomFlexi product promotion through stages the implementation of appropriate promotional strategies to compete the intended market segment, made in fulfilling the needs of the consumer product, implementation of promotional activities and media used, such as advertising using newspapers, TV, and local radio, posters, billboards, sales promotion and exhibition open table, publicity through events, exhibitions, seminars, a sponsorship , personal selling by the sales girl and the sales man by coming directly from house to house and shops, and through a visit or a small gathering, direct marketing using SMS service content providers, telephon, e-mail, web blogs, letters, and catalogs as a medium of communication. Promotion planning, programs undertaken to attract consumers' attention and interest, the method used in determining the amount of promotional budgets, and measures taken to face the competition of other products.

Keywords: Implementation of promotion strategies, TelkomFlexi Card