

ABSTRACT

THE COMMUNICATION STRATEGY OF CUSTOMER SERVICE IN PROMOTING ALWAYS ON PACKAGE TO VISITORS AT 3 (TRI) STORE BANDARLAMPUNG OUTLET

By:

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A kind of operator that coloring telecommunication network is 3 (Tri) that presented Always On Package. This study attempts to described the communications strategy done by customer service provider 3 (Tri) in promoting Always On Package outlets in visitors 3 (Tri) Store Bandarlampung. This research using the theory AIDDA and use a method of descriptive qualitative research .The author taking informants in outlets 3 (Tri) Store Bandarlampung namely 2 customer service and 5 customers who visit outlets 3 (Tri) Store Bandarlampung. Data collection techniques in this research are observation, in-depth interviews, documentation and literature. The result showed that (1) Customer service use the communications strategy in promoting Always On Package to customers. (2) Communications strategy by customer service is greeting the customers, which is the part of politeness and friendliness. (3) Good looking and beautiful can give the impression of her comfortable for the opponent. (4) Communicate well and correctly, using language that is easily understood and have the patience, and submit a sentence that suggestive and persuasive, (5) and to support decision-making.

Keyword: the communications strategy, customer service, promotion.