

ABSTRACT

The company has the main goal is to generate profits and the company's survival to be maintained. The number of providers of telecommunication service providers, making the competition increasingly tight for the development of today. Therefore, to maintain its company PT. Telekomunikasi Indonesia, Tbk innovate to release its newest product, Indihome. The purpose of this study is to find out how the application of promotion IndiHome products are often used by PT. Telkom WITEL (Persero) Bandung Lembong branch, with the formulation of the problem is how the application of promotion of IndiHome products at PT. Telkom WITEL (Persero) Bandung branch of Lembong.

Based on the research review the promotion mix consists of 5 promotional tools, in the form of advertising, personal selling, direct marketing, sales promotion, and public relations. Indihome is a new product launched by PT Telkom. It is a challenge for Telkom to choose the most frequently used promotional mix so as to increase the understanding of the product to customers, increase penetration to the market, and be able to win the competition in multi service service business. The way of promotion that is often used by IndiHome products is by way of personal selling, sales promotion and public relations.

This research method is descriptive qualitative method, which aims to describe and describe the characteristics of phenomenon. Data collection techniques in the form of interviews, observation, and literature study.

Based on the results and discussion of the authors' reviews, the promotions made by IndiHome proved successful. With the promotion mix will be more people using IndiHome products means consumer perceptions about IndiHome including both and IndiHome has increased the total list of customers in 2016.

Keywords : *Marketing Management, Marketing Mix, Promotion Mix*