

ABSTRACT

Marketing competition is getting fiercer day by day, thus demanding that a company's marketing division seek strategies to achieve effective and efficient marketing. PT Telkom Indonesia (Persero) Tbk is a State-Owned Enterprise (BUMN) engaged in information and communication technology (ICT) services and telecommunications networks in Indonesia. Witel Bandung implements telemarketing (outbound calls) to offer activation of the Langit Musik IndiHome application to prospect customers, although in the current digital era, telemarketing has begun to be abandoned over time and uses social media to do marketing such as Instagram, Facebook, Web, and others. The purpose of this study is to 1.) To find out the application of punctuality in calling in the implementation of telemarketing (outbound calls) at Witel Bandung in 2023. 2.) To find out the application of hospitality in implementing telemarketing (outbound calls) at Witel Bandung in 2023. 3) To find out the implementation of complete information in implementing telemarketing (outbound calls) at Witel Bandung in 2023. 4.) To find out the application of telemarketing (outbound calls) at Witel Bandung in 2023. 5.) To find out the application of intonation in implementing telemarketing (outbound calls) at Witel Bandung in 2023

This study uses a qualitative approach with descriptive research. Data collection techniques were carried out by observing and interviewing managers from the Digital Service & Wifi unit as well as three employees conducting telemarketing via outbound calls for Langit Musik products. This method emphasizes theory and then synchronizes with existing data in the field, then conclusions are drawn in the research conducted.

Based on the research results obtained, it can be concluded that 1.) Telemarketing communication at PT Telkom Witel Bandung, uses the type of Outbound Call telemarketing. Telemarketing is a form of communication between individuals that informs and invites potential buyers to buy and use the products offered during the communication. The time given to call consumers is about 2-5 minutes each person. 2.) Telemarketing at PT Telkom Witel Bandung is still used for its main reasons, namely: "The main reason for using and establishing telemarketing as a major part of marketing or product service offerings to consumers is to gradually establish close communication with consumers and provide comprehensive information to consumers who use products/services from PT Telkom Witel Bandung in particular. 3.) Application of telemarketing at PT. Telkom Witel Bandung has been running according to the way it should deliver messages and information about products/services that are carried out and delivered when telemarketers contact consumers have gone well and in accordance with the SOPs and conditions set by the company.

Keywords: telemarketing, outbound calls, IndiHome