

ABSTRACT

Communication is crucial in the current era. This happens because human communication is able to affect her life needs in carrying out activities of daily activities. The main objective of the communication is the sending of messages to and received by the other person or group of people with effects and feedback is immediate. In this study researchers examine how interpersonal communication between consumers Indi Home with Telkom call center 147 affect success messages to be delivered to consumers. Communication management is generally understood as an interpretation or understanding peroses coordination through human interaction. The ability to communicate in these interactions are influenced by the viewpoint of individual experience (field of experiance) and frame of mind are understood by consumers. This research aims to find out how the management of communication goes on in Telkom call center 147 of Semarang City.

This research used the qualitative case study approach methodology and supported by the paradigm of constructivism. The research on data obtained through direct interviews with three people i.e. the manager call center call center operators and 2 from the Telkom call center 147 of Semarang City as the main informant due to 3 main informant of knowing the activity and management of communication that occur in Telkom call center 147 of Semarang City and 2 customers Indi Home as informants as well as supporting the study of documentation data. The results of this research is to know the communication process In Telkom call center 147 of Semarang City, contained in the communication management call center Telkom 147 of Semarang City using elements of communication management i.e. interpersonal, self, people in system and competance and linkages between the communications call center management Telkom 147 of Semarang City with handling customer complaints Indi Home in the communication process that occurs between operator Telkom 147 of Semarang City with customers Indi Home.

Keywords: Communication Management, Micheale Kaye, Call Centers, Telkom 147 of Semarang City.