

Abstract

In this modern era. Internet is one of the few developments of information and communication technology cureently which is much needed by the community nowadays, because with internet access we can access everything way more effective and efisien, PT Telekomunikasi Indonesia Tbk strives so that can still be a pioneer in telecommunications service provider in accordance with its mission of "Lead Indonesian Digital Innovation and Globalization" pt. Telkom is introducing its new product-related internet services namely Indonesia Wi-Fi or ifi.id, with all sorts of benefits. Many ways used by PT. Telkom Indonesia in introducing and marketing t Wifi.id to the community at large, in order for communities to know the advantages of using Wifi.id. one of them is by introducing personal and intense use Telemarketing methods. Therefore the author wanted to do a "The Implementation of telemarketing in wifi.id in PT Telkom indonesia witel East Jakarta in 2017"

This study aims to find out the Implementation of Telemarketing on Wifi.id Products in PT. Telkom Indonesia Witel Jakarta Timur Year 2017 using qualitative descriptive research method

PT. Telkom Indonesia Witel Jakarta Timur still uses telemarketing as one of promotion method to introduce Wifi.id product, PT.Telkom Indonesia implements two types of telemarketing, namely Outbound Telemarketing, Inbound Telemarketing with Telmarketing concept.

Keyword: telemarketing