

## **ABSTRACT**

*IndiHome is one technology that developed at this time and almost all community activities in all areas related to the internet, then as the perpetrator of the telecommunications entrepreneurs make profitable innovations and competing to win the competition. The greatest challenge for Telecommunication Indonesia companies is choosing the right promotion strategy so as to increase understanding of these product to customers through market penetration. This research data analysis using quantitative methods with the aim to find out how big the influence of IndiHome promotion strategy to consumer buying interest (Case Studies: Telecommunication Indonesia, Company Branch Lembong Bandung in 2017). This research uses 100 as the respondent sample and processing the data using SPSS 23 For Windows to measure test validity, reliability test, test the assumptions of classical linear regression and simple. Engineering data collection research using questionnaires or question form. Based on the result of result and data processing the influence of IndiHome promotion strategy to consumer buying interest as much as 47,1%, that is H1 is accepted. So if the new customers is given information about the product the user IndiHome will progressively increase.*

**Keywords:** *Promotion Strategy, Buying Interest*