

ABSTRACT

Cellphone customers in Indonesia is divided by two based on the payment, pre-paid and post-paid. When in general the total customers of post paid in Indonesia is unstable, Kartu Halo as a post-paid product from Telkomsel experience increase in terms of customer with growth rate that is higher than pre-paid. Bogor is a city that has important role in supporting the capital city Jakarta. Bogor became the first rank in terms of market potential index among all cities in Indonesia in a research done by Katadata and Statistics Department of Institut Pertanian Bogor (IPB).

The purpose of this research is to know the telemarketing activity done by Kartu Halo in Bogor.

The method that is used for this research is with distributing questionnaire to 100 respondents which is Kartu Halo customers who live in Bogor. Data processing in this research is using statistics descriptive analysis.

Based on the result of data processing shows that telemarketing has been done well in Bogor.

For telemarketing activities, it is suggested for Kartu Halo to pay more attention to their telemarketers ethics in explaining and informing their customers about the products they offer.

Key words : Telemarketing