

ABSTRACT

In the current era of globalization, the need for information technology becomes vital to the world community. In Indonesia alone, both government and private sector are becoming aware of this need. Along with the changing lifestyles of society today, people need access to information that is diverse, easy, fast and reliable. This is an opportunity as well as a challenge for telecommunication service operators to meet the needs of these communities. This research was conducted at Telkom Ahmad Yani Bandung. The purpose of this research is to analyze Indihome internet sales volume in Telkom Ahmad Yani Bandung company. This research is a non descriptive research experiment using qualitative approach, while the method used to collect data is observation, interview and documentation. The analysis that the authors use in this study is descriptive qualitative analysis with interactive analysis.

Keywords: Sales Volume, marketing, INDIHOME.