

ABSTRACT

Marketing Strategy is always owned by every company that aims to achieve the targets set by the company by using planning, implementation and evaluation techniques and stages that are appropriate to achieve the target. Business Government Enterprise Service Unit (BGES) is one of the divisions in PT. Telkom Witel Jambi. BGES Unit is a unit that works in the field of Marketing in 3 Segments to bridge in meeting the needs of telecommunications-based goods or services. 3 Segments that stand in the BGES Unit, namely: Business, Government and Enterprise. In July 2019 the Government Segment succeeded in achieving the highest Billing Complete from regional 1 in Sumatra but in July 2019 not all segments succeeded in achieving Billing Complete. Researchers have an interest in conducting a research analysis that aims to find out what marketing strategies are applied by the Account Manager in the Government segment in achieving Billing Complete.

This study uses a qualitative method with the paradigm carried out in this study using the Constructivism paradigm. The results of this study indicate that the marketing strategy of the Government segment BGES unit is divided into three stages: planning, implementation and evaluation. Determination, selection, identification and application are the stages of the process related to this plan. Then the implementation, the Government segment uses Personal Selling as a marketing communication tool and the final stage is the evaluation of the progress of each Account Manager conducted by the BGES Unit Manager.

Keywords: Marketing strategy, BGES, PT. Telkom Witel Jambi