

## ABSTRACT

*The rapid development of information technology in Indonesia has encouraged PT Telkom Indonesia to continue to increase the number of their customers, especially for Indihome product. Many competitors with internet service providers, and sales targets that must be met, PT Telkom Indonesia must continue to innovate in its marketing strategy, where PT Telkom Witel Sukabumi initially used the marketing strategy in personal selling through the sales force. Innovations made by the company to increase the number of consumers is by using a new marketing strategy that is multi-level marketing strategy.*

*The purpose of this research is to find out how the multi-level marketing strategy used by the company, how the condition of the company's consumers, and measure how much influence Multi-Level-Marketing Marketing to Increase the Number of Consumers of PT Telkom Indonesia Witel Sukabumi.*

*This research is a quantitative study with descriptive and causal objectives. The sampling technique used in this study is non-probability sampling with a saturated sampling method (census) of 20 respondents, in which respondents in this study were JSN team agents or sales force registered at PT Telkom Indonesia Witel Sukabumi. Analysis of the data used is the data analysis model used in this study is a simple linear regression analysis using SPSS version 25. Based on the results of a simple regression analysis shows that the Multi-Level-Marketing (X) Marketing Strategy variable affects the increase in the number of consumers.*

*Keywords: Marketing Strategy, Multi-Level-Marketing, Number of Consumers*