

## ABSTRACT

*PT Telkom Indonesia (Persero) Tbk (Telkom) is a state-owned company (BUMN) engaged in information and communication technology (ICT) services and telecommunications networks in Indonesia. PT. Telkom Indonesia has many service products, one of which is a school glow. Pijar Sekolah is a digital application that helps schools to manage school information systems digitally and integrated. The purpose of this study is to determine how the application of the service marketing mix (Marketingmix) at pijar sekolah . This type of research is descriptive with a qualitative approach. The analysis was carried out by seeking information from informants using interviews, observations and company documentation. The data obtained were then analyzed for their validity using triangulation of data collection techniques by comparing answers from informants, combining answers and drawing conclusions from the informants' answers. Based on the results of research pijar sekolah marketed by PT. Telkom Indonesia, especially WITEL (Telkom Region) Bandung, apply the elements of a marketing mix consisting of product, price, place, promotion, people, physical evidence, process . Of the 7 marketing mix has been implemented by PT.Telkom Indonesia witel Bandung. However, in the application of the marketing mix, there are 4 marketing strategies that become obstacles/problems in the field, namely product, price, people and promotion.*

**Keyword : Marketing, Marketing Mix, Learning App**