

ABSTRACT

Telkom University is a private university located in Bandung, this excellent accredited college has 7 faculties with 34 study programs. One of the marketing communications implemented by Telkom University is direct response media, through chatbots. This artificial intelligence system is a message engine that can communicate with relevance like humans, chatbots are allocated to several functions including marketing, information dissemination and reminders.

The method implemented is descriptive qualitative with triangulation data collection techniques. The data collection was carried out by interviewing managers and staff who are responsible for disseminating information related to the Telkom University selection path. The data was collected in the form of direct response marketing campaign strategies and direct response marketing strategies.

Based on this data, a conclusion is drawn regarding the direct marketing strategy implemented and planned by SMB Telkom.

Key Words: *Direct Marketing, Interactive Marketing, Direct Response Media, Chatbot.*