

ABSTRACT

Telkom Indonesia Graha Merah Putih Bandung is one of the regional Telkom Indonesia in West Answer which aims to expand the sales area of Telkom Indonesia. One of the units at Telkom Indonesia Graha Merah Putih Bandung, namely RWS 3 (Regional Wholesale Service 3), experienced an increase in sales of its product, namely neuCentrIX where the increase in sales was influenced by the strategy used by RWS 3 (Regional Wholesale Service 3), namely the Direct Selling strategy.

In this study, the authors used a data collection method, namely triangulation in which the contents were in the form of interviews, observations and documentation. The usefulness of the data collection method carried out by the author is to obtain information and a variety of data that allows it to be analyzed which aims to solve the problem formulation that occurs in the RWS 3 unit (Regional Wholesale Service 3).

With the collection method used, the author finally got the results where the Direct Selling strategy used was successful and the use of the strategy was neatly arranged so that it was far from hard selling. The strategy used is very suitable and effective because customers from RWS 3 (Regional Wholesale Service 3) themselves are ISP (Internet Service Provider) dan OLO (Other License Operator) whose sales segmentation is in the form of B2B (business to business) and not only that but there are other things that are a factor in sales success, namely the existence of webinars/seminars, sharing with customers, and quick problem solving.

Keywords: Telkom Indonesia, *Direct Selling*, and neuCentrIX 2.0