

ABSTRACT

Promotion is a form of communication between sellers and buyers based on the right information, with the aim of changing the attitudes and behavior of buyers who previously did not know the product to know and be interested in buying it. In order to increase sales of Ultra Wifi modern products, PT Telkom Witel Bandung uses several promotional strategies, such as Telemarketing and content marketing on social media. The purpose of this research is to obtain a clear picture of the Promotion Strategy used by PT Telkom Witel Bandung on Ultra Wifi sales.

The research method used in this research is descriptive quantitative approach analysis with Nonprobability sampling technique. The technique applied is Purposive Sampling, Primary data obtained through questionnaires distributed online via Google Forms and literature study. The data that has been collected is tested with validity test and reliability test techniques.

From the results of the research that has been carried out, the Telemarketing carried out is included in the Very Good category so that these conditions are able to encourage promotion while the Social Media Marketing Content carried out is included in the Good category so that these conditions are able to encourage sales. However, its effectiveness needs to be increased in order to help increase sales, namely by improving the intensity of Telemarketing calling or preferring to call potential customers and by improving content that can have a beneficial mutual influence.

Keywords : Promotion Strategy, Ultra Wifi Witel Bandung, Telemarketing, Social Media Marketing