

## **ABSTRACT**

*IndiHome, Telkom's flagship product in Indonesia's fixed broadband industry, achieved 9 million customers by 2023. In the Papua Maluku region, the customer base reached 202,000, indicating significant growth, particularly in the third and fourth quarters of 2023. This growth was primarily driven by the effective role of conventional sales channels, specifically the sales force, which utilized social media as a supplementary strategy compared to other digital channels.*

*This study employs the task-technology fit theory to analyze the impact of social media usage by the sales force on brand awareness and sales performance of IndiHome in Papua Maluku. Additionally, the study considers individual factors such as the creativity level of sales personnel and the role of supervisors in motivating their creativity. These factors are deemed crucial in determining the effectiveness of social media utilization within the sales context.*

*A total of 205 respondents from a population of 440 IndiHome sales force members in Papua Maluku participated in this survey. The collected data was analyzed using both inner and outer model approaches to evaluate the relationships between the variables involved in the study.*

*The results indicate a positive influence of social media use on brand awareness and sales, although not all analyzed variables demonstrated a strong level of significance. Comparison with previous research in B2B contexts highlights significant differences, given that this study focuses on a B2C company.*

*Practically, this research provides valuable insights for Telkom in directing and optimizing IndiHome's sales strategy moving forward, particularly in leveraging social media effectively. Additionally, it expands the understanding of the role of social media in enhancing brand awareness and achieving sales objectives.*

*Keyword : Digital Marketing, Sosial Media, Sales Force, Sales Creativity, Manager Empowerment, Brand Awareness, Company Performance.*