

ABSTRACT

The background of this project stems from the low market penetration of IndiHome in the Telkom University area, despite its strong association with the Telkom Group and its significant market potential. The project design process began with the pre-production phase, which included field surveys and the formulation of marketing communication strategies. The production phase involved promotional activities utilizing the marketing mix (7Ps) and four promotional aspects, followed by the post-production phase, which focused on monitoring and evaluating program sustainability. Data collection methods employed were observation, interviews, and documentation. The results demonstrated that direct communication-based marketing strategies, such as open booths and personal selling, successfully attracted 2 new customers and generated 10 potential customer leads. Other promotional activities, including advertising and public relations, also received positive feedback. Additionally, the DigiPOS application introduction to boarding house managers created opportunities for long-term partnerships. The evaluation revealed that digital promotions need to be enhanced to reach a broader audience. Recommendations for future research or similar programs include strengthening the integration of digital media with face-to-face communication to achieve more optimal outcomes.

Keywords : IndiHome, Marketing Communication, Customers, Promotion