

## ABSTRACT

A long with great quantities of marketing competition in world of telecommunication in Indonesia and also increase the necessity of entertainment and communication, so PT. Gaharu as a service company in communication field try to balance the competition and PT.GAHARU also want to fulfill requirement of the customer in low of communication's fee. Because of that reason, PT. Gaharu launch its new product namely Hallophone. Hallophone is a service based on VoIP in form of two kinds i.e. 17019 Pre paid and 17019 Post Paid. The excellence of this product is in form of card dan using card number for pre paid or recharge number & prepaid number for post paid, where the consumer is able to make SLJJ and SLI connection cheaper and easier through PSTN lines and Flexi phone whenever and wherever. The service should consider all kind of existent aspects. Of course, all kind of aspects that relevant to the service should be calculated well.

In this final project, will be researched the successful of calling SLJJ Bandung-Jakarta by using Hallophone 17019 PT.GAHARU Jakarta, because ASR is the most important Indicator that present “ product quality” Hallophone based on VOIP. This research is one example method of Hallophone Implementation in Indonesia.

*STTTELKOM*