

ABSTRAK

Tugas akhir ini membahas mengenai efektivitas kegiatan *brand activation* Telkomsel *branch* Yogyakarta. PT. Telkomsel merupakan *market leader* dalam bidang telekomunikasi, khususnya sebagai *provider* yang menyediakan layanan telekomunikasi bagi telepon seluler. PT. Telkomsel memiliki cabang di seluruh Indonesia dimana salah satunya berada di Yogyakarta. Telkomsel *branch* Yogyakarta berperan sebagai perwakilan Telkomsel untuk mengenalkan *brand* Telkomsel dan memasarkan produk-produk yang ditawarkan oleh Telkomsel. *Brand activation* merupakan salah satu strategi yang diterapkan Telkomsel *branch* Yogyakarta agar *brand* Telkomsel melekat di benak pelanggan. Kegiatan-kegiatan yang dilakukan dalam pelaksanaan *brand activation* yaitu berupa pelaksanaan *event*, melakukan kegiatan promosi melalui sosial media, memberikan promo, memberikan *sponsorship*, dan melakukan *direct selling and marketing*. Kesuksesan kegiatan *brand activation* Telkomsel dilihat dari strategi yang digunakan (*strategic*), standar pencapaian (*operation*), dan eksekusi atau pelaksanaan kegiatan (*tactical*).

Kata kunci: *Brand activation*, *direct selling and marketing*, *event*, promo, promosi sosial media, dan *sponsorship*.

ABSTRACT

This final project discusses the effectiveness of brand activation activities Telkomsel branch Yogyakarta. PT. Telkomsel is a market leader in the field of telecommunications, especially as a provider that provides telecommunication services for mobile phones. PT. Telkomsel has branches throughout Indonesia where one of them is located in Yogyakarta. Telkomsel branch Yogyakarta acts as Telkomsel's representative to introduce Telkomsel's brand and market the products offered by Telkomsel. Brand activation is one of the strategies applied by Telkomsel branch Yogyakarta for Telkomsel brand to stick in customer's mind. The activities carried out in the implementation of brand activation are in the form of organizing event s, conducting promotional activities through social media, providing promos, giving sponsorships, and conducting direct selling and marketing. The success of Telkomsel's brand activation activities is seen from the strategy that is used (strategic), standard of achievement (operation), and execution or execution of activities (tactical).

Keywords: Brand activation, direct selling and marketing, event, promo, social media promotion, and sponsorship.