



INTISARI

Penelitian ini bertujuan untuk mengetahui penerapan strategi sales promotion pada PT. Telkomsel *Branch* Yogyakarta yang berlokasi di jalan Jendral Sudirman No.60 Gondokusuman, Kotabaru, Yogyakarta. Jenis penelitian yang dilakukan adalah deskriptif kualitatif berdasarkan data primer dan data sekunder. Pada penelitian ini, peneliti menggunakan metode wawancara kepada pihak internal Telkomsel *Branch* Yogyakarta yang merupakan Staf Divisi *Youth and Community* di Telkomsel *Branch* Yogyakarta. Data hasil wawancara kemudian dibandingkan dengan teori sales promotion berdasarkan alat-alat sales promotion yang ada seperti sampel, kupon, tawaran pengembalian uang (rabat), paket harga, premium, program frekuensi, kontes/undian/permainan, imbalan berlangganan, pengujian gratis, garansi produk, promosi bersama, promosi silang, dan point of purchase display.

Kata kunci: Sales promotion, Telkomsel Branch Yogyakarta, alat-alat sales promotion.



ABSTRACT

This study aims to determine the implementation of sales promotion strategies at PT. Telkomsel Yogyakarta Branch located on Jalan Jendral Sudirman No.60 Gondokusuman, Kotabaru, Yogyakarta. The type of research conducted is descriptive qualitative based on primary data and secondary data. In this study, researchers used the interview method to the internal Telkomsel Yogyakarta Branch which is the Youth and Community Division Staff at the Telkomsel Yogyakarta Branch. The interview data is then compared with the theory of sales promotion based on existing sales promotion tools such as samples, coupons, offers of refunds (rebates), price packages, premiums, frequency programs, contests / sweepstakes / games, subscription rewards, free testing, warranty products, joint promotions, cross promotions, and point of purchase displays.

Keywords : Sales promotion, Telkomsel Branch Yogyakarta, instruments of sales promotion