

INTISARI

Program TAP (Telkomsel *Apprentice Program*) merupakan program magang dari Telkomsel khususnya dari divisi *Youth and Community* yang ditujukan untuk generasi muda di masing – masing daerah, salah satunya di Yogyakarta. Program TAP menjadi wadah kepada mahasiswa dalam mengeksplorasi kemampuan dan ide – ide kreatif dalam menggarap sebuah kegiatan melalui tantangan yang diberikan oleh pihak Telkomsel.

Penelitian ini bertujuan untuk mendeskripsikan dan mengetahui efektivitas penerapan strategi *brand activation* Telkomsel *branch* Yogyakarta melalui Telkomsel *Apprentice Program* (TAP). Jenis penelitian ini merupakan deskriptif kualitatif. Adapun teknik pengumpulan data dalam penelitian ini melalui wawancara, pengamatan langsung di lapangan, serta pencantuman dokumentasi yang diperlukan. Hasil penelitian menunjukkan bahwa Telkomsel *branch* Yogyakarta melalui TAP menerapkan strategi *brand activation* yang dikemas melalui tantangan yang harus dijalani oleh peserta TAP. Adapun tantangan yang diberikan oleh Telkomsel *branch* Yogyakarta meliputi bidang *digital world, sales, event, dan social media*. Melalui tantangan tersebut, peserta TAP telah menerapkan lima bentuk *brand activation* yaitu *direct marketing activation, social media activation, promotion activation, event marketing activation, serta sponsorship activation*.

Penerapan kelima bentuk *brand activation* melalui tantangan yang diberikan kepada peserta TAP menunjukkan keberhasilan penerapan strategi *brand activation*. Faktor keberhasilan *brand activation* dapat dilihat dari tiga faktor, yaitu faktor *strategic, operational, serta tactical*. Namun dalam menerapkan strategi *brand activation*, ada beberapa hal yang harus diperbaiki diantaranya, perlunya upaya pengembangan strategi “*challenge*” yang disesuaikan dengan perkembangan zaman serta perlunya upaya penguatan strategi *direct marketing activation*.

Kata Kunci : *Brand Activation, Telkomsel Apprentice Program, Telkomsel Branch Yogyakarta.*

ABSTRACT

TAP (Telkomsel Apprentice Program) is an internship program from Telkomsel aimed at the younger generation in each region, one of them in Yogyakarta. TAP is a forum for students to explore their abilities and creative ideas in working on an activity through the challenges given by Telkomsel.

This research aims to describe and determine the effectiveness of implementing Telkomsel branch Yogyakarta's brand activation strategy through the Telkomsel Apprentice Program (TAP). This type of research is qualitative descriptive. The data collection techniques in this study through interviews, direct observation in the field, as well as the inclusion of required documentation. The results showed that Telkomsel branch Yogyakarta through TAP implemented a brand activation strategy that was packaged through challenges that must be followed by TAP participants. The challenges given by Telkomsel branch Yogyakarta include the fields of digital world, sales, events, and social media. Through these challenges, TAP participants have implemented five forms of brand activation, namely direct marketing activation, social media activation, promotion activation, event marketing activation, and sponsorship activation.

The application of the five forms of brand activation through the challenges given to TAP participants shows the successful implementation of the brand activation strategy. The success factor of brand activation can be seen from three factors, namely strategic, operational, and tactical factors. But in implementing the brand activation strategy, there are a number of things that must be corrected, among others, the need to develop a "challenge" strategy tailored to the times and the need to strengthen the direct marketing activation strategy

Keywords : *Brand Activation, Telkomsel Apprentice Program, Telkomsel Branch Yogyakarta.*