

## **TABLE OF CONTENTS**

### **COVER**

<b>LEMBAR PENGESAHAN</b>	<b>i</b>
<b>STATEMENT OF ORIGINALITY</b>	<b>ii</b>
<b>DEDICATION SHEET</b>	<b>iii</b>
<b>MOTTO</b>	<b>iv</b>
<b>ACKNOWLEDGMENTS</b>	<b>v</b>
<b>INTISARI</b>	<b>vi</b>
<b>ABSTRACT</b>	<b>vii</b>
<b>TABLE OF CONTENTS</b>	<b>viii</b>
<b>LIST OF PICTURES</b>	<b>xi</b>
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 Background	1
1.2 Objective	3
1.3 Scopes of the study	3
1.4 Methods	5
1.5 Presentation	5
<b>CHAPTER 2: THE PROFILE OF PT TELKOMSEL, Tbk</b>	
2.1 Milestones of PT Telkomsel, Tbk	6
2.2 Vision and Mission	7
2.3 Slogan and Logo Philosophy	8
2.4 Telkomsel Products	9
2.4.1 KartuHALO	9

2.4.2 simPATI	10
2.4.3 kartuAS	10
2.4.4 LOOP	11
2.5 History of Telkomsel Yogyakarta	11
2.6 Organizational Structure of Telkomsel Branch Yogyakarta	12

### **CHAPTER 3: THE STRATEGIES OF TELKOMSEL YOGYAKARTA IN PROMOTING T-CASH**

3.1 A Glimpse of T-CASH	15
3.1.1 Type of T-CASH services	16
3.1.2 How to use T-CASH	17
3.1.3 T-CASH TAP	18
3.1.4 T-CASH merchants	19
3.2 T-CASH Promotion based on promotional mix	
3.2.1 Advertising	
a. Printed advertising	20
b. Electronic advertising	21
3.2.2 Personal selling	
3.2.3 Sales promotion	
a. Consumer oriented sales promotion	23
b. Trade oriented sales promotion	24
3.2.4 Public relation and publicity	25

3.2.5 Direct marketing	26
3.2.6 Interactive/ Internet Marketing	27
<b>CHAPTER 4: CONCLUSION</b>	<b>30</b>
<b>WORKS CITED</b>	<b>32</b>
<b>APPENDICES</b>	
Appendix 1: Letter of Internship	
Appendix 2: Log Book	
Appendix 3: List of Interview Questions	
Appendix 4: List of Informants	
Appendix 5: Curriculum Vitae	
Appendix 6: Certificate of Internship Completion	

## LIST OF PICTURES

Pictures 1. Telkomsel Logo	8
Pictures 2. KartuHalo Logo	9
Pictures 3. SimPATI Logo	10
Pictures 4. Kartu AS Logo	10
Pictures 5. LOOP Logo	11
Pictures 6. Organizational structure of PT. Telkomsel, Tbk	12
Pictures 7. Organizational structure of Telkomsel Branch Yogyakarta	13
Pictures 8. T-CASH TAP	15
Pictures 9. T-CASH Services	16
Pictures 10. How to use T-CASH	17
Pictures 11. How to activate T-CASH TAP	18
Pictures 12. T-CASH Merchants	19
Pictures 13. T-CASH flyer	21
Pictures 14. Telkomsel Booth on Telkomsel Ramadhan Fitri	22
Pictures 15. Broadcast message on LINE	23
Pictures 16. T-CASH and prepaid card package	24
Pictures 17. Telkomsel booths in Ambarukmo Plaza (Amplaz)	24
Pictures 18. Launching T-CASH	25
Pictures 19. LBA promotion in Yogyakarta	26
Pictures 20. Telkomsel Call Center	27



Pictures 21. Telkomsel facebook 28

Pictures 22. Telkomsel JatengDIY twitter 28