

## TABLE OF CONTENTS

|  |      |
|--|------|
| <b>COVER PAGE</b> .....  | i    |
| <b>APPROVAL SHEET</b> .....  | ii   |
| <b>STATEMENT OF ORIGINALITY</b> .....  | iii  |
| <b>DEDICATION SHEET</b> .....  | iv   |
| <b>ACKNOWLEDGEMENT</b> .....   | v    |
| <b>MOTTO</b> .....   | vi   |
| <b>INTISARI</b> .....  | vii  |
| <b>ABSTRACT</b> .....  | viii |
| <b>TABLE OF CONTENTS</b> .....   | ix   |
| <b>LIST OF TABLES</b> .....  | xi   |
| <b>LIST OF PICTURES</b> .....  | xii  |
| <br>   |      |
| <b>CHAPTER 1 INTRODUCTION</b> .....  | 1    |
| 1.1 Background of Study .....  | 1    |
| 1.2 Objectives of Study.....   | 4    |
| 1.3 Scope of Study .....   | 4    |
| 1.4 Method of Study .....  | 4    |
| 1.5 Presentation.....  | 4    |
| <br>   |      |
| <b>CHAPTER 2 The Profile of PT Telekomunikasi Indonesia Tbk. and Telkom Witel<br/>Jatim Barat Madiun</b> .....                 | 6    |
| 2.1 The Profile of PT Telekomunikasi Indonesia Tbk. ....   | 6    |
| 2.1.1 Telecommunication .....  | 6    |
| 2.1.2 Information .....  | 6    |
| 2.1.3 Media .....  | 7    |
| 2.1.4 Edutainment.....   | 7    |
| 2.1.5 Services .....   | 7    |
| 2.2 Vision and Mission .....   | 7    |
| 2.2.1 The Vision .....   | 7    |
| 2.2.2.The Mission .....  | 7    |
| 2.3 The Meaning of Logo.....   | 8    |
| 2.4 The Philosophy of The Logo of PT Telekomunikasi Indonesia .....  | 8    |
| 2.5 The Profile of Telkom Witel Jatim Barat Madiun .....   | 9    |
| 2.6 Organizational Structure of Telkom Madiun .....  | 10   |
| 2.7 Organizational Structure of Consumer Service Division .....  | 11   |
| 2.8 Consumer Service Division in Telkom Witel Jatim Barat Madiun.....  | 12   |
| <br>   |      |
| <b>CHAPTER 3 Marketing Strategies by PT. Telekomunikasi Indonesia Witel Jatim<br/>Barat Madiun in Promoting Indihome</b> ..... | 13   |
| 3.1 The Marketing Mix Theory .....   | 13   |
| 3.1.1 Product.....   | 14   |

|   |           |
|---|-----------|
| 3.1.2 Place .....   | 14        |
| 3.1.3 Price .....   | 15        |
| 3.1.4 Promotion .....   | 15        |
| 3.1.5 People .....  | 16        |
| 3.1.6 Process .....   | 16        |
| 3.1.7 Physical Evidence.....  | 16        |
| <br>  |           |
| 3.2 The Marketing Strategies Conducted by Telkom Madiun in Promoting Indihome ..... | 16        |
| 3.2.1 Product.....  | 16        |
| 3.3.2 Place .....   | 22        |
| 3.3.3 Price .....   | 24        |
| 3.3.4 Promotion .....   | 25        |
| 3.3.5 People .....  | 31        |
| 3.3.6 Process .....   | 32        |
| 3.3.7 Physical Evidence.....  | 35        |
| <br>  |           |
| <b>CHAPTER 4 CONCLUSION .....</b>   | <b>37</b> |
| <b>WORKCITED .....</b>  | <b>39</b> |
| <b>LIST OF APPENDICES</b>   |           |
| <b>APPENDIX 1-List of Informants</b>  |           |
| <b>APPENDIX 2-List of Questions</b>   |           |
| <b>APPENDIX 3-Curriculum Vitae (CV)</b>   |           |
| <b>APPENDIX 4-Logbook</b>   |           |
| <b>APPENDIX 5-Certificate of Internship Completion</b>                              |           |