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**TELEMARKETING REVIEW FOR INCREASING THE NUMBER OF USERS
ON LANGIT MUSIK APPLICATION PRODUCT OF PT. TELKOM INDONESIA**

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ABSTRACT

In this modern era, people can listen to music online (streaming) both Indonesian music and Nusantara music. In increasing sales of the Langit Musik Application product, PT. Telkom Indonesia in the Digital Service and Wifi Unit conducts Telemarketing Outbound Call marketing to Telkom customers. This study aims to determine the implementation of telemarketing product Langit Musik PT. Telkom Indonesia. This research method uses a descriptive method that aims to describe the phenomena that occur properly when the research is carried out. Data collection techniques used were observation, questionnaires and interviews. Based on the results and discussion of PT. Telkom Indonesia in the Digital Service and Wifi Unit has carried out the 7 stages of telemarketing properly. These stages are Prospecting & Qualifying, Pre-approach, Approach, Presentation, Handling Objections, Closing and Follow Up stages. Of the 7 stages, the highest score is obtained in the Follow Up aspect while the lowest aspect is in the Closing aspect.

Keywords: telemarketing, Langit Musik Application, Telkom

1. INTRODUCTION

In the current era of globalization, telecommunications play a very important role. Through communication technology, humans can exchange information remotely in a fast and efficient manner. With the rapid development of technology and the awareness of the importance of getting information, many people are interested in using the internet as an alternative to be able to access information to carry out communication activities using the internet.

Music in Indonesia has changed from time to time. Now there are various musicians in Indonesia with various types of music who often forget the characteristics of Indonesian music. Indonesian music or Nusantara music that describes Indonesia. ethics enters modern music with the effects of globalization. Various types of music began to enter Indonesia, such as: pop, jazz, blues, rock, R&B, to Indian music. Music in Indonesia appears with various combinations of elements from foreign music with Indonesian music. The combination of regional elements with elements of Western music produces ethnic music. In this modern era, people can listen to music online (streaming). If in the past, people could only listen to music through MP3 files that were inserted into their cellphones, now people no longer need to download songs because all of our favorite songs can be listened to online. PT Telkom Indonesia (Persero) Tbk (Telkom) is a State-Owned Enterprise (BUMN) engaged in information and communication technology (ICT) services and telecommunications networks in Indonesia. As a provider of information technology and communication services, PT Telkom released an application



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that supports Indonesian musicians to register their songs in an application called Langit Musik. The Langit Musik application is a digital platform for listening to song and music content by streaming or offline by means of downloading songs to customers In Indonesia, the streaming trend has also occurred with many companies entering the music streaming business. Here are the best music applications in 2020:

Table 1. The Best Music Applications in 2020

Nama Aplikasi	Logo Aplikasi	Peringkat
Spotify		1
SoundCloud		2
Shazam		3
Joox		4
Langit Musik		5

Source : My Telkomsel by Telkom Indonesia

Based on table 1.2 ranking data for the best music applications in 2020, it is known that the Langit Musik application is ranked 5th as the best music application in 2020 which proves that Langit Musik has many music application competitors, as the market leader in music streaming services in Indonesia, Langit Musik has not been successful make consumers loyal to use the services provided. Increasing customer loyalty in the field of marketing can be started by analyzing buying behavior in the right situation, so that it can influence other customers to use the services offered. In terms of marketing Langit Musik products, PT. Telkom conducts marketing using the Telemarketing method to Telkom customers. Telemarketing is a marketing strategy by offering products or services to customers by telephone. Telemarketing will be able to perform and provide this information in a relatively short time. Effective feedback can also be obtained via telephone with prospective customers in person. Companies will learn how to build good relationships with customers.

2. LITERATURE REVIEW

For literature pertaining to this study, the authors use as the basis of the literature as a basis for understanding the use of modeling in research methods that will be in use.

Marketing Communications, marketing communication is a tool or media used by a company to inform, persuade, and remind consumers about the products being sold, either directly or indirectly. According to (Priansa, 2017: 30-31) argues that marketing



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communication is a multidisciplinary approach that combines the theories and concepts of communication science and marketing science. The study resulted in a "new" study called marketing communications or marketing communication. Marketing communication is a marketing activity using communication techniques aimed at providing company information to its target market.

Telemarketing, according to Muyassharoh (2020) stated, "Telemarketing is the sale of goods/services by telephone directly to consumers. Many consumers appreciate the many offers they receive over the phone. Properly designed and targeted telemarketing provides many benefits, which include purchasing convenience and increased product/service information. Telemarketing is used by marketing companies to carry out promotions, process orders, assist sales, and serve customers with the aim of making sales transactions happen. Telemarketing is used because it gives the possibility of a greater response. Types of Telemarketing According to Kotler and Keller (in Prita and Djuni, 2020:34).

According to Philip Kotler and Gary Armstrong (in Prita and Djuni, 2020: 34) that sales have 7 stages that can be carried out by a telemarketer to convince potential buyers to buy the product:

- a. Prospecting & Qualifying stage, namely consumer identification.
- b. The Preapproach stage, namely the introduction step with consumers.
- c. Approach stage, namely determining the approach in sales.
- d. Presentation stage, namely the presentation of the product being sold.
- e. Stages of Handling Objections, namely steps to address consumer complaints.
- f. Closing stage, which is the step to successfully sell products to consumers.
- g. Follow Up Stages, namely the steps taken by the Salesman after selling the product.

3. DATA AND RESEARCH TECHNIQUE ANALISYS

In the analysis of the final task report research used by the author is the Telemarketing Review of Langit Musik Products PT. Telkom Indonesia in Increasing the Number of Users at PT.Telkom Indonesia in the Digital Service and Wifi Unit. Source of data obtained from primary data and secondary data. Primary data is information obtained from sources, namely information from informants, while secondary data is information obtained not directly from informants but from third parties. To obtain the expected research results, data and information are needed to support this research by using library research data collection techniques and field research. The thing that is examined in this observation is to see the Telemarketing marketing process carried out by PT. Telkom Indonesia Digital Service and Wifi division.

The author uses a descriptive qualitative method. The descriptive method is a method that describes all the data or conditions of the subject/object of research and then analyzes and compares it based on the current reality and then tries to provide a solution to the problem (Muyassharoh, 2020). Which aims to describe the phenomena that occur properly when the research is carried out.

4. RESULT AND DISCUSSION

Based on the results of observations made at PT. Telkom Indonesia in the Digital Service & Wifi Unit. In marketing the Langit Musik Application, the promotion strategy used is telemarketing by means of Outbound Calls (OBC). Outbound Calls are making calls from



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Telkom specifically to Telkom customers to carry out activities to offer Digital Add On services. PT. Telkom Indonesia in the Digital Service & Wifi Unit has carried out 7 stages of telemarketing implementation, namely the Prospecting & Qualifying stage, the Preapproach stage, the Approach stage, the Presentation stage, the Handling Objections stage, the Closing stage, the Follow Up stage. After carrying out telemarketing activities, employees will input data from the results of Outbound Call (OBC) activities using Microsoft Excel, aiming to improve performance by developing strategies to strengthen the sales force for the Langit Musik Application product, data input is carried out once a week.

Based on the results of interviews with informants at PT. Telkom Indonesia in the Digital Service & Wifi Unit, he stated that telemarketing activities were carried out from 08.00 to 17.00. The purpose of the DSW outbound call is to promote and increase sales of Digital Add On, provide satisfaction to customers, and create new customers so that it will improve customer service and also the sales side of Telkom's Digital Add On. The need to boost potential in terms of Digital Add On in 2021 in the form of Outbound Calls by the DSW Treg 3 team as one of the policies to increase sales in the digital service line.

This activity has the knowledge and permission of the Customer Directorate such as Scripts, Prospect Data that will be called with the aim of standardizing when conducting telemarketing and the prospect data has been approved by the Customer Directorate so that IndiHome customers do not receive double calls by telemarketers. Before carrying out telemarketing activities, of course, you need to prepare approved prospect data, ask for approval for scripts, and conduct training with several stages, namely the Approach stage, Presentation stage, Handling Objections stage, Closing stage, Follow Up stage.

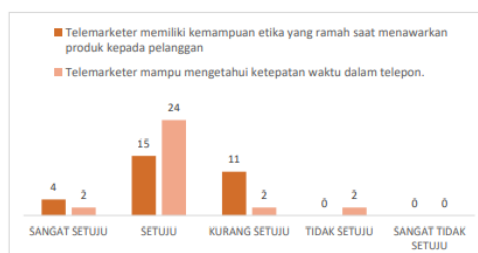
The data collected for this study was by distributing questionnaires to IndiHome customers as many as 30 respondents. The purpose of this questionnaire is to find out how the respondents respond to the telemarketing implementation of PT.Telkom Indonesia's Langit Musik products. The questionnaire distributed consisted of 19 questions.

The results of the IndiHome customer assessment regarding the Implementation of Telemarketing to promote PT. Telkom Indonesia's Sky Music (Langit Musik) Products are presented as follows:

Approach

Approach is to determine the approach in sales.

Figure 1 Data for the Approach



Source: Processing Data, 2023



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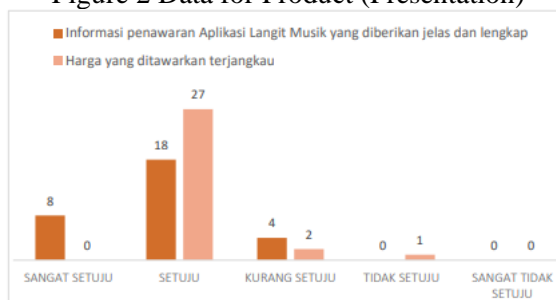
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Based on the picture above, the responses regarding the Approach carried out by Telemarketers have friendly ethical abilities when offering products to customers as many as 15 respondents agree and are able to know timeliness on the phone by 24 respondents. It can be concluded that the approach used when conducting telemarketing to offer the Langit Musik Application is in accordance with customer expectations.

Product Presentation (Presentation)

Product Percentage is explaining the products sold to customers clearly and briefly.

Figure 2 Data for Product (Presentation)



Source: Processing Data, 2023

Based on the picture above, the response regarding the Product, related to the information on the Sky Music Application offer which was given clear and complete to customers as many as 18 respondents agreed and the price offered was affordable by customers as many as 27 respondents agreed. It can be concluded that the Sky Music Application product offering through the telemarketing process meets customer expectations with an affordable Premium package price to subscribe to the Application.

Communication Skills (Handling Objections)

Communication Skills (Handling Objections), namely steps to overcome consumer complaints.

Figure 3 Data for Communication Skills (Handling Objections)



Source: Processing Data, 2023

Based on the picture above, the response regarding Communication Skills (Handling Objections) can be interpreted that customers are satisfied with the delivery of Sky Music Application product offerings through telemarketers to customers as many as 12 respondents agree and telemarketers master the knowledge about Langit Musik Application products offered to customers as many as 20 respondents agree. It can be concluded that based on the results of the respondents regarding the communication skills



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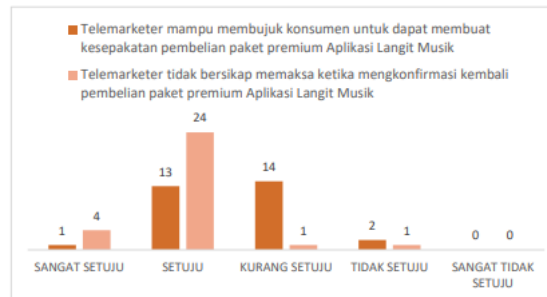
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of telemarketers regarding the Langit Musik Application product to customers, it is quite good.

Closing Steps

Closing is a successful step in selling products to consumers.

Figure 4 Data for Closing Statement



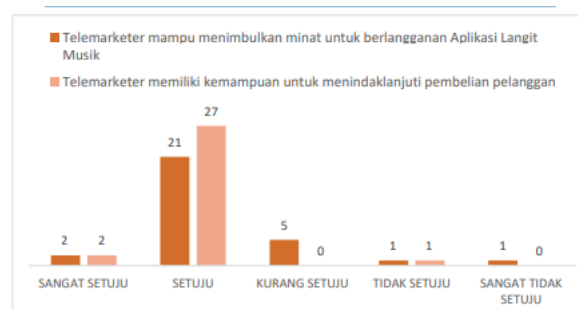
Source: Processing Data, 2023

Based on the picture above, the response regarding Closing concluded that telemarketers were able to persuade customers to be able to make an agreement to purchase the Langit Musik Application premium package as many as 14 respondents disagreed and telemarketers were not being pushy when reconfirming the purchase of the Langit Musik Application premium package as many as 24 respondents agreed. It can be concluded that the closing applied when doing telemarketing is good enough to persuade consumers.

Follow Up

Follow Up, namely the steps taken by the Salesman after selling the product.

Figure 5 Data for Follow Up Steps



Source: Processing Data, 2023

Based on figure 5 above, the response regarding Follow Up means that telemarketers are able to generate interest in subscribing to the Langit Musik Application to customers as many as 21 respondents and telemarketers have the ability to follow up on customer purchases as many as 27 respondents agree. It can be concluded that based on the results of respondents regarding the follow-up of telemarketers regarding the Langit Musik Application product, customers like telemarketers who have fast responses in following up on purchasing the Langit Musik Application product.



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5. CONCLUSION

Based on the results of observation and discussion of the data, the authors obtain conclusions that can be drawn from the Telemarketing Review of Langit Musik Products PT. Telkom Indonesia in increasing the number of users, as follows:

1. Telemarketing is an effective marketing strategy effort to market services/products to customers through telephone media as implemented by PT. Telkom Indonesia in the Digital Service & Wifi Unit in marketing its products such as the Langit Musik Application. PT. Telkom Indonesia in the Digital Service and Wifi Unit has carried out the 7 stages of telemarketing properly. These stages are the identification and qualification stages (Prospecting & Qualifying), the introduction stage (Preapproach), the approach stage (Approach), the product presentation stage (Presentation), the communication skills stage (Handling Objections), the closing stage (Closing) and the follow-up stage (Follow Up). According to respondents from the 7 stages, the highest score was obtained in the follow-up aspect because customers like telemarketers who have quick responses in following up on purchases of Langit Musik Application products so that they can be maintained while the lowest aspect is in the closing aspect.

2. The reason why the Langit Musik application is still below the number of users is the implementation of telemarketing on the lowest aspect, namely the closing aspect because the telemarketers have not been able to persuade customers to be able to make an agreement to purchase the Langit Musik application's premium package and the Langit Musik application's products need to be improved because in the application still not optimal in terms of quality and quantity such as the lack of song lyrics in each song, the display features of the Langit Musik Application are less attractive, and accessing the application is slow so that it feels uncomfortable to use.

3. Based on the results of the analysis through observation, interviews, questionnaires, it can be concluded that the solution taken is to conduct telemarketing training so that telemarketers can communicate well with customers to obtain customer satisfaction, improve the quality and quantity of the Langit Musik Application product, such as improving the system so that the application attractive and comfortable for customer.

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