

ABSTRAK

PT.Telkom Indonesia adalah sebuah perusahaan yang bergerak di bidang telekomunikasi dengan IndiHome produk yang merupakan kombinasi dari jenis produk dan jasa telekomunikasi, informasi, media dan edukasi menjadi salah satu yang terdiri dari layanan internet kecepatan tinggi, telepon rumah, dan interaktif (UseTV kabel) atau Triple Play. Pengguna IndiHome tercatat tumbuh pesat selama pandemi. SVP Corporate Communication & Investor Relation Telkom Ahmad Reza mengatakan sepanjang pandemi ini IndiHome mengalami peningkatan permintaan hingga 50% dibandingkan sebelum adanya pandemi. Menurutnya, pandemi Covid-19 di Indonesia melatarbelakangi adanya kebijakan aktivitas belajar dan bekerja dari rumah sehingga kebutuhan masyarakat akan akses internet pun mengalami peningkatan, sehingga PT Telekomunikasi Indonesia (Persero) Tbk, berupaya memaksimalkan mungkin meningkatkan pelayanan kepada para pelanggan IndiHome. Saat ini IndiHome tengah menjadi salah satu mesin pertumbuhan baru perseroan. Tercatat per Juni 2020 kontribusi bisnis Internet broadband tersebut mencapai sekitar 15% terhadap pendapatan konsolidasi Telkom. Namun di karenakan hal tersebut pelanggan IndiHome saat ini mengeluhkan jaringan IndiHome yang bermasalah kala work home atau WFH ditengah pandemi virus covid-19 sehingga menerapkan segala aktivitasnya memanfaatkan jaringan internet khususnya WiFi.

Kata Kunci: Analisis SWOT, Bauran Pemasaran, Strategi Pemasaran, dan Manajemen.

ABSTRACT

PT. Telkom Indonesia is a company engaged in telecommunications with IndiHome product which are a combination of types of telecommunication, information, media and edutainment products and services into one consisting of high speed internet services, landlines, and interactive (Use TV cable) or Triple Play. . Indihome users are recorded to grow rapidly during the pandemic. Telkom SVPCorporate Communication & Investor Relations Ahmad Reza said that during this pandemic Indihome experienced an increase in demand of up to 50% compared to before the pandemic. According to him, the Covid19 pandemic in Indonesia is behind the policy of studying and working from home so that the public's need for internet access has also increased, so PT Telekomunikasi Indonesia (Persero) Tbk, seeks to maximize its services to Indihome customers. Currently, Indihome is becoming one of the company's new growth engines. As of June 2020, the broadband Internet business contribution reached around 15 percent of Telkom's consolidated revenue. However, due to this, indihome customers are currently complaining about the problematic indihome network when working at home or WFH in the midst of the covid-19 virus pandemic, so they apply all their activities using the internet network, especially WiFi.

Keywords: SWOT Analysis, Marketing Mix, Marketing Strategy, and Management.