



OVERVIEW OF DEMAND FULFILLMENT AND MARKETING STRATEGIES IN HELPING INCREASE INDIBIZ SALES VOLUME

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Abstract

In this era of globalization, technological progress is very rapid, the development is increasing day by day with fierce competition. The quality of human resources has significantly affected the progress of the country. This encourages programs to support the quality of adequate human resources. The Merdeka Campus Learning Program (MBKM) is one of the activities that can support and develop the quality of human resources through quality programs that support growth, especially for students and the Republic of Indonesia. In order to carry out the program planned by the Ministry of Education and Culture, the Faculty of Economics and Business Unsoed formed an MBKM team that is willing to facilitate students in this excellent program. The excellent program initiated by the Minister of Education and Culture in 2021, one of which is Internship or Work Practice based on Merdeka Learning Independent Campus (MBKM). In the implementation of the Merdeka Campus Merdeka Internship (MBKM), the author chose PT Telekomunikasi Indonesia Tbk. Purwokerto area as a place to study outside the campus and a place to learn new things. In this internship report, the author is interested in taking a discussion related to the Business, Government, Enterprise Unit regarding the Review of Demand Fulfillment and Marketing Strategies in Increasing the Number of Indibiz Sales. Demand Fulfillment Strategy and Marketing Strategy aim to introduce products to the wider community, increase sales, increase sales of company products and services, increase added value to products and services, increase target market confidence in products and services, develop and maintain relationships with customers. The strategy carried out is to market the product directly to the community and digital marketing is the main target in marketing the product by creating massive promotional content with creativity to attract public interest, so that people will increasingly know the advantages of Indibiz for the needs and solutions for MSME players than other competing products.

Abstrak

Pada era globalisasi seperti sekarang ini kemajuan teknologi sangatlah pesat, perkembangan semakin hari semakin meningkat dengan persaingan yang ketat. Kualitas sumber daya manusia yang dimiliki secara nyata sangat mempengaruhi kemajuan negara. Hal ini mendorong adanya program-program guna menunjang kualitas sumber daya manusia yang memadai. Program Belajar Kampus Merdeka (MBKM) adalah salah satu kegiatan yang bisa menunjang dan mengembangkan kualitas sumber daya manusia melalui program-program berkualitas yang mendukung pertumbuhan terutama bagi Mahasiswa dan Republik Indonesia. Dalam rangka menjalankan program yang direncanakan oleh Kemendikbud, Fakultas Ekonomi dan Bisnis Unsoed membentuk tim MBKM yang bersedia memfasilitasi mahasiswanya dalam program unggulan tersebut. Program unggulan yang dicetuskan oleh Menteri Pendidikan dan Kebudayaan pada tahun 2021 yang salah satunya adalah Magang atau Praktik Kerja berdasarkan Merdeka Belajar Kampus Merdeka (MBKM). Pada pelaksanaan Magang Merdeka Belajar Kampus Merdeka (MBKM) ini Penulis memilih PT Telekomunikasi Indonesia Tbk. Daerah Purwokerto sebagai tempat belajar diluar kampus dan tempat belajar mengenal hal baru. Dalam laporan magang ini Penulis tertarik mengambil pembahasan terkait pada *Unit Business, Government, Enterprise* mengenai Tinjauan Strategi Pemenuhan *Demand* dan Pemasaran Dalam Meningkatkan Jumlah Penjualan Indibiz. Strategi Pemenuhan *Demand* dan Strategi Pemasaran bertujuan untuk mengenalkan produk kepada Masyarakat luas, meningkatkan penjualan, meningkatkan penjualan produk dan jasa perusahaan, meningkatkan nilai tambah terhadap produk dan layanan, meningkatkan kepercayaan target pasar terhadap produk dan layanan, mengembangkan dan mempertahankan hubungan dengan pelanggan. Strategi yang dilakukan adalah dengan memasarkan produk secara langsung kepada Masyarakat dan pemasaran secara digital menjadi sasaran utama dalam memasarkan produk dengan pembuatan konten promosi yang masif dengan kreativitas untuk menarik minat Masyarakat, sehingga Masyarakat akan semakin mengetahui kelebihan dari Indibiz bagi keperluan dan solusi bagi para pelaku UMKM daripada produk kompetitor lainnya.

Kata Kunci: isi, format, artikel (3-5 kata)

A. PENDAHULUAN

In this era of globalization, technological progress is very rapid, the development is increasing day by day with very tight competition. The quality of human resources has significantly affected the progress of the country. Hal ini mendorong adanya program-program untuk mendukung kualitas sumber daya manusia yang memadai. Program Merdeka Belajar Kampus Merdeka (MBKM) merupakan salah satu kegiatan yang mendukung dan mengembangkan kualitas sumber daya manusia melalui program-program berkualitas yang mendukung pertumbuhan, khususnya bagi mahasiswa dan NKRI. In order to carry out the program planned by the Ministry of Education and Culture, the Faculty of Economics and Business Unsoed formed an MBKM team that is willing to facilitate its students in this excellent program, one of which is Internship or Work Practice based on Merdeka Learning Campus Merdeka (MBKM). Internship or work practice carried out by the author lasted for 1 semester at PT Telekomunikasi Indonesia Tbk. Purwokerto area as a place to learn outside the campus and a place to learn new things. In this internship report, the author is interested in taking a discussion related to the Business, Government, Enterprise Unit regarding the Review of Demand Fulfillment and Marketing Strategies in Increasing the Number of Indibiz Sales. must compete with competing products of other companies, this is a competition in the business world, especially in the field of internet and networks that require full attention when there are new products from PT Telekomunikasi Indonesia Tbk. Purwokerto area such as Indibiz. Strategies in implementing marketing and product introduction indibiz can be a solution for

business people in running their business to be able to achieve company goals. In addition, it is necessary to introduce through social media with the creativity of creating educational and promotional content that is attractive to the public and also the public will increasingly understand the advantages of indibiz for the needs and solutions for business people than other competing products. Based on these problems, the author is interested in compiling an MBKM report with the title “ Implementation of Demand Fulfillment and Marketing Strategies in Increasing the Number of Sales Indibiz.

B. IMPLEMENTATION AND METHODS

1) Place and Time of Internship

Place of Internship : PT Telekomunikasi Indonesia Tbk. Purwokerto Region

Waktu Pelaksanaan : August 6 – December 6, 2024

Working hours : 08.30 – 17.00 WIB

2) Internship Activities

Internship Merdeka Learning Campus Merdeka (MBKM) is carried out for 4 months starting from August 6 – December 6, 2024.

The activities carried out by the author during in the internship are :

A. Accompanying school dealing visits to offer Telkom products such as Indibiz, Pijar Sekolah, Omnichannel Platform, Network Monitoring. Some of the schools visited were:

1. SMK N 1 Bawang Banjarnegara by offering products such as Netmonk, Pijar Sekolah, Indibiz, Omnichannel Platform
2. SMK N 1 Kejobong Purbalingga by offering Telkom products, especially Pijar Sekolah.

3. The value proposition canvas contains
- B. Creating a value proposition canvas of Telkom digital products in the marketing implementation system that aims to determine consumer behavior in choosing to decide on a purchase.
 1. *A Value Map* that helps organizations understand, improve, and optimize those products to be delivered to customers.
 2. Customers Segment is to classify consumers based on various characteristics, needs, and preferences.
 - C. Carrying out marketing visits to several agencies and SMEs, the visit process was carried out 3 times, namely on August 14, 2024 by visiting 7 places whose purpose was to offer products, then on August 19, 2024 by visiting 11 places whose purpose was also to offer products, then on August 29, 2024 whose main purpose was to follow up on visits that had been made before.
 - D. Accompanying the *cyber security* training visit of SMK Plus Tunas Bangsa Kebasen. The training activity was held on August 21, 2024. The author is tasked with documenting every activity from opening, reading prayers, discussing material, question and answer sessions, and closing. After the activity, the author made a video of the activity which will be uploaded on social media accounts and also as an activity report.
 - E. Inputting data
The author is assigned to input several different data, namely:
 1. Inputting data of elementary, junior high, high school in Banyumas, Purbalingga, Banjarnegara from the *profiling* database as much as 3000 data each by several other interns, the author got 500 data to be inputted on the website provided.
 2. Inputting indihome customer phone number data through the *MY CX Customers Experience* application, which then entered the data into the spreadsheet that had been provided as many as 2000 phone numbers.
 - F. Making designs, making designs using the Canva application, as for some of the designs made as follows:
 1. Designing *Cyber Security* Training certificates for 42 teachers and students from the visited schools.
 2. Design a banner for *Cyber Security* Training
 3. Creating a *backdrop* design for PT Telekomunikasi Indonesia Tbk. Purwokerto area
 4. Designing apprentice's *Co Card*
 5. Making flyers for the 79th Indonesian Independence Day
 6. Creating *Indibiz Account Representative* job vacancy brochures for areas around Banyumas Regency.
 7. Make a brochure of customer service operating hours at *Indibiz Experience* (Index)
 8. Making brochure flyers and creating an *indibiz* online shop account
 - G. Visiting SMEs indicated *resellers* in several areas namely Karanglewas, Cilongok, Sokaraja, Sumbang, and Ajibarang consisting of 18 places. The problem is due to excessive usage of the internet usage. Then the author gave a notification letter prohibiting the resale of Telkom products as a warning if it became a *reseller*.
 - H. Making minutes of every activity carried out by PT Telekomunikasi Indonesia Tbk. Purwokerto Region which contains the title, photos, and news content.

Furthermore, the news is uploaded to Diarium, an application that organizes the daily processes of employees, then uploads it to the Portal, which is an internetbased internal communication channel. Furthermore, the two data that have been uploaded are inputted into the data tracking. The author makes several minutes, namely regarding:

1. Singing the Indonesia Raya song every 10 am
 2. Purbalingga, Banjarnegara, and Kebumen HOTD collaboration activities
 3. B2B *visiting* visit to SMP N 2 Cilacap regarding *follow-up of Pijar Sekolah* technology guidance schedule.
 4. B2B *visiting* visit to SMP N1 Cilacap regarding the socialization of Indibiz and Pijar Sekolah.
- I. Made a powerpoint presentation for the leadership meeting which contained the name of the position, tenure, top customer, *top opportunity*, *top product*, *project*, *value chain analysis industry*, *focus customers* and *pain problems*, *roadmap* (Kidi Lab Fiber, Kidi Learn, and Kidi Lab IOT), photos of activities. The design is made through the canva application, and to maximize the results, the design is then improved again in the powerpoint application.
- J. Make an NIB (Business Identification Number) for the conditions for subscribing to Telkom products. Making NIB through the OSS website and must be in accordance with the procedures carried out such as having to input personal data from KTP, making passwords, and also receiving OTP after personal data and password creation have been completed. Then the NIB has

been made and then sent an email and password that has been made.

C. RESULTS AND DISCUSSION

1) Field of Study

Demand fulfillment strategy is a strategic approach involving planning, monitoring, and controlling *demand* for products or services to ensure a balance between customer needs and revenue capacity.. Meanwhile, marketing strategy has a more important role for the success of the company's business. The marketing strategy must be able to provide a clear picture of what the company is doing in using every opportunity or opportunity for each goal. The purpose of a marketing strategy is to increase business development innovation, make team coordination more effective, formulate and achieve company goals, oversee marketing activities, and also increase sales. The marketing strategy implemented by PT Telekomunikasi Indonesia Tbk. Purwokerto Region.

1. Marketing Strategy

Telkom's marketing strategy is to take advantage of global momentum that leads to consumer needs. The marketing strategy carried out by PT Telkom in the current digital era:

- a. Building cooperation with educational institutions, government, business by conducting *Cyber Security* Training socialization activities in schools, universities. In addition, *sponsorship* activities are also carried out in every activity that the agency or school wants to run. The purpose of these activities is

also to introduce Telkom products such as Indibiz, Pijar Sekolah, Netmonk, *Omnichannel Platform*, and other Telkom products.

- b. Promoting Telkom products, especially Indibiz through social media, by creating promotional and educational content to attract the attention of the public. The development of information and communication technology began to penetrate into the field of digital marketing, where social media became one of the marketing digitization tools used by Telkom in expanding its market.
- c. Build consumer trust and closeness by asking directly how complaints and the best solution for the needs of the community in terms of the internet. Because at present people are more likely to choose low prices without considering the quality they have.
- d. Conduct direct product promotion by visiting various business sectors in the neighborhood by offering and providing brochures offering the best prices.

Of course, some of the marketing strategies that have been implemented have advantages and disadvantages. The advantages and disadvantages of the strategies that have been implemented by PT Telkom:

1. Pros

- a. Broader reach
The advantages of information technology make the target market wider through social media marketing
- b. More Flexible
With the internet, all marketing activities become easier and more flexible than just marketing such as billboards, banners, newspapers, and others.
- c. Practical in the branding process
The internet makes the branding process easier and less time-consuming.

2. Disadvantages

- a. Requires specialized skills in certain areas
With digital marketing, of course, special skills are needed in making videos and content so that they look attractive and the message can be received by the public.
- b. Negative response
Negative responses from the public such as prices that are more expensive than other products and other responses can certainly damage the product's reputation.
- c. Increased competition
The increasingly crowded modern trend has led to competition between companies in terms of quality and creativity.

2) Course Conversion

Implementation of Merdeka Learning Campus Merdeka (MBKM) internship activities at PT Telekomunikasi Indonesia Tbk. Purwokerto area is a form of real practice carried out for one semester by converting 22 credits. The converted courses are:

A. Information Technology Applications

The author's internship activities in connection with the course are:

1. Utilization of the Canva application in making editing designs, namely making *backdrops*, training banners, product brochures, job vacancy pamphlets, and leadership meeting presentations.
2. Utilization of Microsoft excel such as compiling customer data, invoice data, billing letter data, etc.
3. Utilization of Microsoft word such as creating invoices and cooperation proposals.
4. Utilization of the *website* in inputting telephone number data, minutes, *elearning* access, personal data protection law. In addition, the author was assigned to create minutes that were *uploaded* on the Diarium and Portal websites.
5. Capcut application in all activities related to video *editing of* promotional and educational content.

B. Professional Ethics

During the internship, the author always applies an active

attitude towards each task given by trying to complete each task. In addition, the author also always applies the principles of loyalty and adaptiveness in carrying out tasks because not only one employee gives tasks, therefore the author must be ready when the task is given. The author must also always arrive on time and apply a friendly attitude towards all employees when carrying out internship activities. The clothes that must be used must also be neat according to office regulations such as always dressing formally by not wearing ordinary shirts and not wearing clothes that are too prominent that can interfere with people's views.

C. Entrepreneurship

The author conducts many marketing strategies such as utilizing social media such as Instagram to create promotional and educational content. The author is also assigned to go directly into the field by introducing Indibiz products to the public, especially MSMEs and SMEs, in accordance with the procedures given. . In addition to that, the author was also given the opportunity to assist in *dealing with* every school in the Banyumas, Cilacap, Banjarnegara, Purbalingga, the main purpose of which is to expand product marketing, expand the right reach, determine consumer decisions, and teach consumers to experience direct involvement.

D. Business Communication

The activities carried out by the author related to the course are *canvassing* activities to offer Telkom products. Before that, the author was also taught how the procedure in offering a product in order to give a good impression to customers. Furthermore, the author was assigned to visit several predetermined places and try to offer products such as explaining product characteristics and offering products. The author is also assigned to visit several customers who have indicated *resellers* to explain how to systematically use the internet properly and not violate the law.

E. International Management

The activities carried out by the author related to this course are when following zooms related to marketing. In this activity, the author also learns how the process of connecting *wifi* cables that the main tower of the *wifi* cable is centered in Singapore. Of course, this allows global coverage for customers in Indonesia. Indonesia's partnership with Singapore through Singtel was also noted in the construction of the *Hyperscale* Data Center in Batam that the data was input from Singapore to Batam. The project is a collaboration between Telkom through its subsidiary Neutra DC and Singtel.

F. Archival Management

Archives at PT Telekomunikasi Indonesia Tbk. Purwokerto area is neatly organized, activities related to

archives are not carried out every time even very rarely. In addition, the archive is stored properly in a file cabinet located next to the employee's office desk. The archive is in the form of bills from each employee and also certificates from activities that have previously been carried out. Technically, there is no special employee who handles the archives because the archives are not managed every time. Archive management in the filing cabinet is adjusted to the number, section unit, month and year of the document, and shelf number.

G. Public Speaking

One of the activities related to public speaking courses is when the author conducts *Canvassing* activities which refer to marketing or sales activities where individuals or teams try to approach potential customers directly, either physically or by direct contact such as telephone and email. The author interacts directly with potential customers to introduce, ask, and offer Indibiz products. Writers are required to speak well and politely, be friendly, and apply body language. The writer must have communication skills and pay attention to the procedures in offering products such as saying greetings at the beginning of the conversation, introducing themselves, and mentioning the name of the company concerned, and continued by asking the purpose and objectives.

H. Organization and Leadership Theory

The internship activities related to this course are that the author is responsible for the activities and tasks that are carried out, behaves wisely, and can work in a *team work*. In this case, all of the author's internship activities are inseparable from the team, because various activities such as *canvassing*, visiting resellers, data entry, and other tasks. All of these activities are always done as a team with other interns. It is also the responsibility of each team member to the tasks assigned to achieve the desired goals. The sense of responsibility to complete tasks on time is also one of the things related to leadership and organization.

I. Praktikum/Work *Intergrated Learning*

Internship activities related to this course are such as operating a computer/laptop, inputting telephone number data, making minutes, *editing/designing*, revising payment bills, and making leadership presentation meetings. Almost all activities carried out by the author are related to the operation of computers/laptops. In addition, the author also applies fast typing techniques in the data entry process, because the data amounts to thousands, therefore the author utilizes the experience that the author has gained in college in typing fast so that the author can complete the task effectively and efficiently by considering the deadline given. Furthermore,

related to accounting courses, the author gets an assignment to revise bills from Telkom customers who have subscribed. And for the commercial correspondence course is when the author is given an assignment to make a letterhead addressed to the relevant school, as well as revise some of the contents of the letter and signature.

3) Analysis and Evaluation

Related to the evaluation of the author untuk PT Telekomunikasi Indonesia Tbk. Daerah Purwokerto, along with the development of social media at this time, generally social media becomes a forum for business development for a company. Activities to strengthen promotion on social media have not been too massive for PT Telekomunikasi Indonesia Tbk. Purwokerto Region, especially in promoting Indibiz products which are superior products. These activities are in the form of promotional and educational content about Indibiz products. In addition to the above, *offline* promotions are also still insignificant and must be intensified to harmonize the business map on Indibiz products so that it continues to increase both in terms of promotion and in terms of popularity from competing products. Consumers have many choices in terms of internet services such as choosing a cheaper price than Indibiz products. With a marketing concept that should be done well and creatively, it will foster good things for the company's goals.

CLOSING

Summary

The Merdeka Campus Internship Program (MBKM) is one of the policies issued by the Ministry of Education, Culture, Research and Technology aimed at students to improve competencies in both *soft skills* and *hard skills* that the author receives during the internship. The implementation of the internship which lasted 4 months at PT Telekomunikasi Indonesia Tbk. Purwokerto area, the author found a lot of new experiences and knowledge from how to market products, make minutes, deal with customers, and approach *customers*. In addition to this, the author got a lot of things related to office administration such as data entry, making bills, making presentations, and so on. Then the author can grow and develop well seeing the conditions of office employees who apply the AKHLAK values system in BUMN and the author feels professional growth that can help the author in developing the next career path.

Advice

Here are some recommendations from the author for PT Telekomunikasi Indonesia Tbk. Purwokerto Region in the implementation of internships that have been carried out, namely as follows:

1. Digital Marketing System
In today's digital era. The marketing system carried out digitally through social media is still not massively carried out. This must be done considering that the current digital era has a positive impact on companies in increasing the business map being run, especially for Telkom companies engaged in technology.
2. Conduct training/recruitment
Human resource development through

internal training or recruitment of additional manpower with specialized expertise in digital marketing. To improve the company's understanding of social media activities, special training is needed for employees to utilize digital marketing to be more effective, drive business growth, and overcome the challenges faced. In addition to this, recruitment of employees specialized in digital marketing or collaboration with *freelancers* can also be a solution in introducing products more widely.

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