

ABSTRACT

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Overview of the Activities of the JABOTABEK Region Customer Care Division at PT Telekomunikasi Cellular

The implementation of Professional Work starts on July 11, 2023 until September 19, 2023, the practice of undergoing Professional Work Practice at PT Telekomunikasi Cellular (Telkomsel), precisely in the Customer Care Division of the Jabotabek Region. The work location is at Telkomsel's head office, which is located at the Jl. Lengkong Wetan, Lengkong Wetan, Kec. Serpong, Kota Tangerang Selatan, Banten 15310.

During the implementation of professional work, practitioners get the opportunity to be directly involved in various aspects of the company's customer service. The practitioner is responsible for tasks which include being a Mystery Shopper to evaluate customer service at GraPARI, check promotional materials, create GraPARI review content, and create promotional content for various products, such as Veronika, cards by. U, and Indihome. In addition, the practice is also involved in managing Indihome customer data and communicating with customers regarding service package transfer requests. Additional tasks include creating Indihome promotional content at GraPARI TangCity and being a narrator (voice over) for Orbit product promotional content.

Although there are some obstacles in professional work, practice can develop competence in customer care, communication, and product promotion, as well as gain a deeper understanding of quality customer service and effective promotion strategies. Practical experience becomes a strong foundation for the future.

Keywords: *Customer Care, Communication, Customer Service, and Product Promotion.*