

ABSTRACT

Good and effective direct marketing activities are important to increase new users and sales targets for Indihome Brebes during the Covid-19 pandemic. This research will examine in depth how direct marketing activities increase new users in the midst of the Covid-19 pandemic. The purpose of this study was to identify and study direct marketing activities in increasing new Indihome Brebes users. The method in this research is descriptive qualitative with data collection techniques through in-depth interviews, observation and documentation involving informants as sources of information related to direct marketing activities carried out by Telkom Datel Brebes. The results of this study indicate that the direct marketing activities implemented by Telkom Datel Brebes in increasing new users in the midst of the Covid-19 pandemic are carried out by applying the perception of "affordable internet with Indihome". Telkom Datel Brebes direct marketing activities are carried out through three stages, namely planning, implementation and evaluation. The implementation phase carried out by Telkom Datel Brebes identifies the target audience of all elements of the lower middle class society, designs messages according to AIDA to determine the promotion budget. Direct marketing is implemented through database management, direct selling, telemarketing and direct response advertising. The existence of social restrictions and the lack of a sales force are obstacles that are overcome by using print promotion media and digital promotional media.

Keywords: *Direct Marketing, Increase New Users*