

## **ABSTRACT**

*The writing of this final will discuss some marketing theory and practice in the world of cellular telecommunications industry in general and especially about kartuHALO corporate marketing at PT Telkomsel Regional Jabotabek that impacted on mobile broadband by cellular telecommunications operator with operations in Jakarta and surrounding areas.*

*The data used are primary and secondary, whereby primary data obtained through interviews with internal sources and secondary data obtained from marketing books and web site addresses related to the subject of this thesis.*

*Informant interview technique to use in-depth interviews. To obtain primary data, the author gathered while interviewing resource persons on matters relating to marketing of kartuHALO corporate Jabotabek Regional PT Telkomsel.*

*In this study may conclude: the strategies undertaken PT Telkomsel, particularly in the Jabotabek Regional Corporate Account Management Division, Greater Regional Management has been satisfactory, but there are weaknesses and strengths as well as environmental threats in mobile telecommunications industry in addition to the existing opportunities in the SWOT matrix through an external analysis, competitive analysis and internal analysis. Evaluation kartuHALO corporate marketing strategies in Jakarta and surrounding areas to the existing mobile broadband competition in Indonesia only done by using the SWOT analysis, the Internal-External Matrix with a score of 2.95 for external factors and 2.75 internal factors or the company as generally in the growth with good stability.*

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