

ABSTRACT

Development of Field Practice reports (PKL) in the Retail Division of PT. Indonesia Comnets Plus discusses the coverage area of PT Indonesia Comnets Plus' internet network with the aim of increasing customer interest. Through an analysis and design approach, we evaluate the efficiency and effectiveness of existing networks to identify areas with inadequate signal quality. This method is carried out by mapping and analyzing customer data to help identify patterns of customer demand and needs in various locations. Based on these findings, we propose a coverage area optimization strategy, including hardware and network infrastructure upgrades. Implementation of these recommendations is expected to improve service quality, create a better user experience, and ultimately increase customer interest in PT Indonesia Comnets Plus internet services. This report contributes to the development of telecommunications networks that are more efficient and responsive to customer needs in today's digital era. This Field Practice aims to train abilities, skills, and strengthen the ability to adapt and communicate in the world of work, and also fulfill one of the mandatory requirements in the Telecommunication Engineering Undergraduate Study Program, Faculty of Telecommunications and Electrical Engineering, Telkom Institute of Technology Purwokerto. The work program given to the author includes: expanding the existing network coverage area, carrying out regular checks to increase customer interest in the PT Indonesia Comnets Plus internal network

Keywords: Field Work Practice (PKL), Retail, Coverage.Maps