

ABSTRACT

Field Work Practice Report (PKL) in the Retail Division at the company PT. Indonesia Comnets Plus which discusses the coverage area of the PT Indonesia Comnets Plus internet network in order to increase customer interest. Through an analysis and design approach, we evaluate the efficiency and effectiveness of existing networks to identify areas with inadequate signal quality. Carrying out customer data mapping and analysis methods helps identify demand patterns and customer needs in various locations. Based on these findings, a coverage area optimization strategy is proposed, including hardware upgrades 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 the current digital era. This Field Work Practice aims to train abilities, skills and foster the ability to adapt and communicate in the world of work, and also to fulfill one of the mandatory requirements. Telecommunications Engineering Undergraduate Study Program subject, 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, checking coverage regularly in order to increase customer interest in the PT Indonesia Comnets Plus internal network.

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