

## **ABSTRACT**

*PT Telekomunikasi Indonesia is a state-owned company engaged in the service sector. The research is based on a decrease in the performance of employees in the transportation segment sales unit. It is known from the performance quadrant analysis conducted by the company. Where out of 10 employees in the sales unit, there is only one person who is in quadrant one. That is, only one person can meet the business process achievement targets in the sales unit. The research aims to find strategies to improve the work performance of sales unit employees. Therefore, the Analytic Network Process method was applied in this study. Based on data processing, the highest priority criteria is owned by leadership (0.2741). Priority criteria sequentially namely ability and skills, pleasure at work, and motivation. Then the highest priority alternative has the alternative of Applying Transformational Leadership (0.6667). Then increase knowledge and training, build a supportive organizational culture, hold company-related competitions, and implement charismatic leadership. Based on these data, strategies that can be implemented to improve the work performance of sales unit employees are by applying transformational leadership traits, conducting workshop, job rotation, training, formal study, also make a sport club, gathering, Organizational Citizenship Behavior (OCB), competition, and charismatic leadership attitudes.*

*Keywords: Alternatives, ANP, Criterias, Performance, Strategies*