

Abstract

In providing services and services PT. Telkom Indonesia continues to improve and continue to improve the services provided. Along with developments, Telkom continues to advance to identify all existing problems according to demands from market needs and is committed to continuing to innovate. In identifying and segmenting audiences, a process is needed to find data on potential customers. Profiling activities are carried out to find data and are used to synchronize consumer databases and can assist in identifying target audiences and potential service needs. From the profiling results, there are government, education and health institutions. With this data, it is hoped that it can be used to identify consumer needs so that Telkom can offer a variety of service products such as telephone services, internet, provision of service dashboards for schools, and other digital services. Rumah BUMN is a place for UMKM which are potential drivers of the Indonesian economy. With the BUMN housing program, Telkom is committed to helping UMKM such as providing training, marketing and facilitating digital services owned by Telkom Indonesia.

Keyword: profiling, database, consumers, digital services