

**ABSTRACT**

*Technological advances in the field of telecommunications have greatly helped humans to work more efficiently. PT. Telkom Indonesia is a company that provides the largest internet service in Indonesia. In running its Business as a telecommunications service provider, PT Telkom Indonesia provides services that are marketed both retail and corporate. The Business Government Enterprise Service Unit is a unit owned by PT Telkom Indonesia in managing the marketing of Telkom products on a corporate basis, such as Government offices, schools with a medium and high scale. In the Business world, especially corporately, doing profiling to find out the target or potential customer is very important to do. Profiling is not only carried out at Government offices, but also in schools, universities, sub-districts, villages, to hospitals and health centers in Pekalongan Regency and City. Profiling is done by finding out the address, contact/email, coordinates and status for schools and colleges (private/public). The results of this profiling will later be used for efforts to offer PT. Telkom Indonesia.*

*Keywords: BGES, Profiling, Customer*

