

### **Abstract**

*PT. Telkom Indonesia is one of the state-owned companies engaged in telecommunications services in Indonesia, primarily engaged in providing telephone and internet services. Telkom Witel Pekalongan is one of the branch offices that serves several cities and regencies on the north coast of Java Island, where as it is known that cities and regencies on the north coast have industrial, business developments, as well as the need for connectivity and services, for example is high speed internet. Therefore, Telkom Indonesia through Witel Pekalongan continues to provide services that can meet market demands. In its implementation, the duties and responsibilities are in the BGES unit or business and government enterprise service where the task of this unit is customer profiling and marketing to offer services and services owned by Telkom Indonesia.*

*Keywords: Telkom Indonesia, Witel Pekalongan, BGES, Marketing*