

INTISARI

PT. Liman Thaka Makmur Abadi merupakan Pedagang Besar Farmasi di Surabaya yang berdiri sejak 2014. PT. Liman Thaka yang dibawah pimpinan Pak Arif Teguh yang ingin selalu melakukan peningkatan penjualan. PT. Liman Thaka yang pada mulanya adalah sebuah apotek Liman Thaka terus berkembang menjadi PBF. Liman Thaka. PT Liman Thaka menggunakan dua bauran promosi yaitu *personal selling* (yang disebut *sales marketing* di PT. Liman Thaka) dan *telemarketing* untuk menawarkan produk agar dapat meningkatkan penjualan.

Laporan Kerja Lapangan dapat disusun dengan cara melakukan praktek kerja lapangan di PT. Liman Thaka Makmur Abadi yang terletak di kompleks Ruko Merr Boulevard, Pandugo B-1, Surabaya. Praktek Kerja Lapangan dilakukan selama 2 bulan pada *telemarketing*. Pengamatan dan pengalaman selama melakukan kerja lapangan akan digunakan untuk membahas mengenai peran telemarketing untuk meningkatkan penjualan di PT. Liman Thaka Makmur Abadi Surabaya.

Kata Kunci : Promosi, *Telemarketing*, PT. Liman Thaka Makmur Abadi di Surabaya.



ABSTRACT

PT. Liman Thaka Makmur Abadi is a Major Pharmaceutical Supplier in Surabaya which has been standing from 2014. PT. Liman Thaka under the leadership of Mr. Arif Teguh who want to always increase sales. PT. Liman Thaka who was originally a pharmacy Liman Thaka continued to develop into PBF. Liman Thaka. PT Liman Thaka uses two promotion mixes: personal selling (called sales marketing at Liman Thaka) and telemarketing to offer products to increase sales.

The internship report was done by conducting inthership in PT. Liman Thaka Makmur Abadi which is located at Merr Boulevard commercial complex, Pandugo B-1, Surabaya. This internship was conducted for 2 months on telemarketing. Observations and experience during internship program will be used to discuss about the role of telemarketing to increase sales at PT. Liman Thaka Makmur Abadi Surabaya.

Keywords : Promotion, Telemarketing, PT. Liman Thaka Makmur Abadi in Surabaya.

