

## **ABSTRACTION.**

**This research entitle the " Efektifitas Promotion Phone The Tone Interrupt In Improving Enthusiasm Customer of PT. Telkom Divre III Bandung"..**

**Target performing of this research is to know how efektifitas promotion Phone the Tone Interrupt in improving enthusiasm of cutomer/ client of PT. Telkom Divre III Bandung, resistance any kind of faced by efektifitas promotion Phone the Tone Interrupt in improving enthusiasm of cutomer/ client PT. Telkom Divre III Bandung, and effort any kind of done/conducted to overcome the the resistance.**

**Research method which is in using is descriptive research method. its data collecting Technique is bibliography study, observation, interview and enquette spreading by using Simple technique Random Sampling is which is in alloting to 35 responder.**

**Pursuant to research result hence in obtaining result that enthusiasm of cutomer/ client have mounted with the existence of efektifitas promotion Phone the Pause Tone which is doing/conducting PT. Telkom Divre III Bandung.**

**Things which wish the researcher recommend upon which input for party PT. Telkom Divre III Bandung that is better PT. Telkom Divre III Bandung recruit the worker of service Telkom owning potency and ability its area more selective again so that in doing/conducting promotion in hope can submit the product as expecting company namely the forwarding of to cutomer/ client maximally utilize to draw the cutomer/ client enthusiasm.**