

ABSTRAK

Raiqah Salsabila : *Impression Management* PT Telkom Indonesia dalam Membangun *Brand Image* Indibiz

Perpindahan layanan IndiHome ke Telkomsel pada tahun 2023 mendorong PT Telkom Indonesia menghadirkan Indibiz sebagai *umbrella brand* baru yang berfokus pada segmen *Business-to-Business* (B2B). Sebagai merek baru, Indibiz menghadapi tantangan dalam membangun pengenalan dan penerimaan pasar sehingga diperlukan strategi *impression management* untuk membangun *brand image* yang positif.

Penelitian ini menggunakan strategi *Impression Management* yang dikemukakan Jones dan Pittman dengan 5 tipologi *Ingratiation*, *Self-Promotion*, *Supplication*, *Exemplification* dan *Intimidation* untuk mengetahui bagaimana PT Telkom Indonesia menjalankan *impression management* dalam membangun *brand image* Indibiz sebagai *umbrella brand* baru di segmen B2B PT Telkom Indonesia. Penelitian menggunakan metode deskriptif kualitatif dengan paradigma konstruktivisme. Data diperoleh melalui observasi, wawancara, dan dokumentasi.

Hasil penelitian menunjukkan bahwa PT Telkom Indonesia melalui Indibiz Jawa Barat menerapkan strategi *Ingratiation* melalui pengakuan positif dari pelanggan dan mitra, penyesuaian solusi dengan kebutuhan bisnis pelanggan, serta layanan pro-aktif dan pendampingan berkelanjutan. *Self-Promotion* melalui komunikasi keunggulan layanan dan publikasi pencapaian perusahaan, *Supplication* melalui keterbukaan terhadap evaluasi serta kolaborasi dengan berbagai pihak, *Exemplification* melalui konsistensi layanan, transparansi komunikasi, dan program tanggung jawab sosial, serta *Intimidation* melalui penerapan standar layanan dan pengelolaan kemitraan secara tegas. Penerapan kelima strategi tersebut membangun *brand image* Indibiz sebagai perusahaan digital yang profesional, terpercaya, responsif, berintegritas, dan berkomitmen mendukung transformasi digital masyarakat dan pelaku usaha.

Kata Kunci: *Impression Management*, *Brand Image*, Indibiz, PT Telkom Indonesia, *Business-to-Business* (B2B).

ABSTRACT

Raiqah Salsabila: Impression Management of PT Telkom Indonesia in Building the Brand Image of Indibiz

The transfer of IndiHome services to Telkomsel in 2023 encouraged PT Telkom Indonesia to introduce Indibiz as a new umbrella brand focused on the Business-to-Business (B2B) segment. As a newly established brand, Indibiz faces challenges in building market awareness and acceptance, making impression management strategies essential for developing a positive brand image.

This study employs the Impression Management framework proposed by Jones and Pittman, which consists of five typologies: Ingratiation, Self-Promotion, Supplication, Exemplification, and Intimidation. The study aims to examine how PT Telkom Indonesia implements impression management strategies in shaping the brand image of Indibiz as a new umbrella brand in the B2B segment. This research uses a qualitative descriptive method with a constructivist paradigm. Data were collected through observation, interviews, and documentation.

The results indicate that PT Telkom Indonesia, through Indibiz West Java, implements the Ingratiation strategy through positive recognition from customers and business partners, the customization of solutions based on customers' business needs, and proactive services accompanied by continuous assistance. Self-Promotion is carried out through the communication of service advantages and the publication of corporate achievements. Supplication is demonstrated through openness to evaluation and collaboration with various stakeholders. Exemplification is reflected in service consistency, transparent communication, and corporate social responsibility programs. Meanwhile, Intimidation is implemented through the enforcement of service standards and firm partnership management. The application of these five strategies contributes to building Indibiz's brand image as a professional, trustworthy, responsive, and integrity-driven digital company that is committed to supporting the digital transformation of communities and business actors.

Keywords: Impression Management, Brand Image, Indibiz, PT Telkom Indonesia, Business-to-Business (B2B).