

## Digital Marketing Communication of Indihome x Telkomsel after Merger

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### ABSTRACT

Digital Marketing is always evolving and adapts with people because people themselves are the market. The innovation of this digital marketing is also evolving. Starting from Veronika, we can see Telkomsel x Indihome care about the future. This also counts that modernized content is a good content where we should preserve scientific innovation and content in tech industry and the profit.

## **INTRODUCTION**

The internet signal has become a vital element of daily life in the current digital era, transforming the way people connect, work, study, and access information (Angelia & Susilo, 2023; Susilo & Hui Chen, 2023; Susilo & Wijaya, 2023). The strength and stability of the internet signal have become critical as a complex web linking people, devices, and information all over the world. The accessibility and quality of this signal have transformed economies, education systems, healthcare, and social relationships from distant villages to booming metropolises. This article delves into the varied significance of the internet signal, using instances to demonstrate its transformational ability (Wiranto & Syakurah, 2022).

The internet signal crosses geographical borders, changing the globe into a global community where information moves at breakneck speed. Remote regions that were formerly geographically isolated now have the opportunity to link with the rest of the world. In Sub-Saharan Africa, for example, Google's Project Loon aims to deliver internet connection to rural and underserved areas by employing high-altitude balloons (Herwanto & Hatmo, 2021b). These initiatives show how a strong internet signal may transcend the divide between urban and rural communities, providing access to education, economic possibilities, and healthcare services.

The value of an internet connection in schooling cannot be emphasized. Students of all ages may now access instructional materials outside of traditional classrooms because to the advent of e-learning platforms and internet resources. The internet connection became a lifeline for educational continuation throughout the COVID-19 epidemic (Ren et al., 2022). In nations such as India, the SWAYAM platform provided free online courses, ensuring that learning continued even when schools were closed. This demonstrated how a dependable internet signal may democratize education by making high-quality education available to individuals who previously had limited resources.

The internet signal has permitted the spread of telemedicine in the field of healthcare. A solid internet connection may now be used to undertake remote consultations, medical advice, and even procedures. This has been critical in providing treatment to rural or remote locations where medical facilities are sparse. The Aravind Eye Care System in India, for example, uses the internet to give consultations and diagnosis for patients in rural communities with eye-related ailments. By doing so, they demonstrate the internet signal's potential for tackling healthcare inequities (Asio et al., 2021).

The quality of the internet signal is critical to fostering economic development and innovation. The emergence of digital entrepreneurship in emerging nations has been aided by the internet's accessibility. Kenya's M-Pesa mobile money service transformed financial inclusion by enabling users to conduct transactions using their mobile phones, illustrating how a strong internet signal can establish the groundwork for a successful digital economy. Small enterprises may now access a worldwide audience via e-commerce platforms, emphasizing the importance of the internet signal in promoting economic empowerment (Herwanto & Hatmo, 2021a).

With the introduction of social media platforms and communication applications, social relationships have experienced a significant alteration. Families, friends, and coworkers may stay in touch across long distances, across time zones and countries. The internet signal has become the backbone of virtual meetings, allowing individuals to rejoice, converse, and share experiences regardless of physical distance. During the epidemic, platforms such as Zoom and WhatsApp rose to popularity, demonstrating that the internet signal not only connects people but also fosters connections and cultural exchange.

As cities transform into smart urban hubs, the significance of a stable internet signal grows. For seamless data interchange, the Internet of Things (IoT) ecosystem, which includes networked devices and sensors, relies on a strong signal. The deployment of smart city technology in Barcelona has resulted in more effective energy management, improved traffic flow, and improved public services. These improvements demonstrate how a robust internet signal underlies the infrastructure required for future cities.

The internet signal has changed the way we work, allowing for distant work and digital nomadism. Professionals with an internet connection may communicate with teams, attend meetings, and access business resources from nearly anywhere. Remote work became the norm for many people throughout the epidemic, emphasizing the importance of a consistent signal to sustain productivity. Reduced commuting adds to decreased carbon emissions, which has far-reaching consequences for work-life balance, urban planning, and even environmental conservation.

The internet signal becomes a lifeline for information transmission and cooperation during natural disasters or crises. Social media platforms, government websites, and mobile applications function as emergency alert systems, assisting citizens in preparing for and staying safe. Crowdfunding campaigns and online platforms promote speedy relief operations in the aftermath of catastrophes, demonstrating how a robust internet signal can unite global communities in times of need (Nimer et al., 2022).

The significance of the internet signal goes well beyond simple connection. It has become a driving force for growth, equality, and innovation in a variety of societal areas. The strength of the internet signal impacts the way we live, work, and connect with the world, from education and healthcare to commerce and communication. As technology advances, guaranteeing universal access to a dependable internet signal is critical for developing a more connected, inclusive, and empowered global society as well as the economy ecosystem.

## **LITERATURE REVIEW**

### **The History of Telkomsel**

Telkomsel, an acronym for "Telekomunikasi Selular," is a well-known telecommunications corporation that has helped shape Indonesia's telecommunications environment. Telkomsel, which was founded in 1995, has had extraordinary development, technological improvement, and socioeconomic influence, establishing itself as a prominent player in the Indonesian market and contributing to the country's digital revolution. Telkomsel was formed as a joint

venture between PT Telekomunikasi Indonesia (Telkom), Indonesia's state-owned telecommunications powerhouse, and Singapore Telecommunications Limited (Singtel) (Athallah & Kraugusteeliana, 2022; Satria & A.R., 2021). In 1995, the firm commenced operations, offering cellular services that were a substantial departure from the conventional landline-centric communication services at the time. This move coincided with the global movement toward mobile communication, laying the groundwork for Telkomsel's explosive expansion.

Telkomsel encountered the standard obstacles of a fledgling sector during its early years. Infrastructure restrictions, such as network coverage gaps and technology limits, hampered the company's growth. Telkomsel's devotion to innovation and customer satisfaction, on the other hand, assisted it in navigating these obstacles and subsequently emerging as a market leader.

Telkomsel spent extensively in improving its infrastructure to deliver sophisticated services to its increasing user base as technology quickly expanded. The firm welcomed new mobile network generations, progressing from 2G to 3G and, finally, 4G LTE (Triwibowo & Zamora, 2016). These developments not only permitted improved phone communication but also high-speed data services, propelling mobile internet adoption throughout Indonesia. The dedication of Telkomsel to extending network coverage was critical in bridging the digital gap in Indonesia, a vast archipelago with diverse geographic and demographic characteristics. The company's initiatives to expand its services to rural and underserved regions aided in increasing connection and digital inclusion, allowing individuals and communities access to information, education, and economic possibilities.

Telkomsel's capacity to innovate and predict market trends has contributed to its long-term success (Amirullah et al., 2016). The firm launched a number of new services, including prepaid and postpaid plans geared to certain client demographics, mobile banking services, and collaborations with other content producers to give value-added services. These initiatives not only brought in new consumers, but also increased client loyalty and engagement. Furthermore, Telkomsel's dedication to improving customer experience resulted in the creation of user-friendly mobile apps and web platforms that allow users to manage their accounts, purchase services, and access information with ease. Such advancements highlighted Telkomsel's capacity to react to changing consumer demands and its commitment to keeping ahead in a competitive sector.

Telkomsel's influence extends beyond telecommunications, as it has helped shape Indonesia's digital economy. Financial inclusion has been helped by the company's efforts to promote mobile financial services, allowing those who previously lacked access to traditional banking services to engage in the formal economy. Mobile banking systems such as T-Cash and TCASH Wallet allowed users to conduct transactions, pay bills, and even obtain credit. Furthermore, Telkomsel's support for local businesses and digital projects has fostered a strong innovation and entrepreneurship environment in Indonesia. Telkomsel has helped to the establishment of a vibrant digital ecosystem by

offering platforms for developers and entrepreneurs to create and promote their applications and services.

Despite its accomplishments, Telkomsel has had its fair share of difficulties. The telecommunications sector is very competitive, with new competitors and technology constantly redefining the scene. To preserve its market leadership, Telkomsel must constantly adapt to changing customer expectations, legislative changes, and technical improvements. Looking ahead, Telkomsel's prospects remain bright. The company's emphasis on increasing 4G network coverage and preparing for the deployment of 5G technology underlines its dedication to being at the forefront of innovation. Collaborations with foreign partners, as well as the research of future technologies such as the Internet of Things (IoT) and artificial intelligence (AI), demonstrate Telkomsel's eagerness to seize new possibilities (MIFTAHUL RESKI PUTRA NASJUM, 2020).

The path of Telkomsel from its beginning in 1995 to its current position as Indonesia's premier telecommunications operator demonstrates its resilience, adaptability, and dedication to excellence (Nama & Muludi, 2018). Contributions to digital inclusiveness, technical innovation, and economic growth have cemented the company's position as a prominent participant in Indonesia's telecoms and digital environment. As Telkomsel evolves, it will almost certainly play a key role in influencing the future of communication and connectivity in Indonesia.

### **The Role of Telkomsel and Indihome during COVID-19**

The outbreak of the COVID-19 pandemic in early 2020 brought about unprecedented challenges to various aspects of human life, from healthcare to the economy (Hasan & Sopacua S.Sos, 2023). One of the most significant changes was the sudden and widespread reliance on the internet for work, education, communication, and entertainment. In Indonesia, Indihome and Telkomsel emerged as crucial players in providing essential internet services that enabled people to stay connected and carry on with their lives amidst the crisis.

PT Telkom Indonesia's fixed internet service, Indihome, was critical in supporting distant work and online study throughout the epidemic. Organizations and educational institutions have to quickly adjust to remote operations with the introduction of lockdowns and social distancing measures. Indihome's high-speed internet connections saved the lives of professionals who held virtual meetings, conferences, and collaborative projects (Aprillia & Alfredo Ezra Amadeus, 2022). Students and instructors, too, rely on Indihome's consistent connectivity for online classes, webinars, and research activities.

The increased demand for remote work and online learning has highlighted the need of dependable internet infrastructure. Indihome's vast coverage throughout Indonesia enabled that both urban and rural locations could connect to the internet, bridging the digital divide to some extent. Despite the increased demand on its networks, the company's effort to providing continuous services highlighted their commitment to assisting the nation at a vital era (Pura, 2021).

Telkomsel, Indonesia's largest cellular network operator, also played an important role in keeping people connected throughout the epidemic. With

physical interaction constraints, the demand for powerful communication channels has surged. Voice calls, video chats, and messaging applications over Telkomsel's mobile network allowed people to remain in touch with loved ones, coworkers, and clients. This not only kept personal relationships alive, but also insured the continuance of commercial operations that relied significantly on remote communication.

Apart from communication, Telkomsel's internet services aided a variety of digital projects that arose throughout the epidemic. As individuals resorted to digital alternatives to suit their requirements while reducing personal touch, demand for online marketplaces, food delivery applications, and e-commerce platforms increased (Prakoso et al., 2020). Telkomsel's internet infrastructure was critical in enabling these services, allowing local companies to contact customers and consumers to safely access important goods and services.

While Indihome and Telkomsel played critical roles in guaranteeing connection throughout the epidemic, they too had difficulties. The unexpected surge in internet traffic taxed their networks, raising fears about capacity constraints and potential service outages. To meet the increased demand, both organizations quickly upgraded their infrastructure, optimized network speed, and increased bandwidth. Furthermore, client service became a crucial component of their offerings. With so many people dependent on the internet for business, education, and important information, any disruption in service might have serious effects. Indihome and Telkomsel needed to make sure that their customer support personnel were ready to solve technical difficulties, walk users through debugging, and give assistance as soon as possible.

The COVID-19 pandemic accelerated the adoption of digital technology and the incorporation of the internet into practically every facet of life. Indihome and Telkomsel's roles in this crisis demonstrated not just their endurance and devotion, but also the crucial relevance of accessible and dependable internet services in modern society (Athallah & Kraugusteeliana, 2022). The lessons acquired from this event will most certainly affect the future of internet infrastructure and services as the globe moves into a post-pandemic period. Governments, organizations, and people will understand the importance of continuing to invest in digital connection in order to be prepared for any future issues. Indihome and Telkomsel's achievements in network expansion, customer assistance, and service optimization will lead to a more robust and stable internet environment in the future.

During the COVID-19 outbreak in Indonesia, Indihome and Telkomsel emerged as unsung heroes. Their internet services served as the foundation for remote employment, online learning, communication, and digital services, helping individuals to adjust to the new normal. The difficulties they encountered highlighted the significance of a resilient and adaptive internet infrastructure. As the globe heals and rebuilds, Indihome and Telkomsel will be remembered for their services to keeping the nation linked during one of the most difficult moments in recent history.

## METHODOLOGY

The method of content analysis stands out as a robust and diverse way to analyzing the intricacies of textual, visual, and auditory content in the ever-changing environment of communication research (Susilo et al., 2021). Klaus Krippendorff, a well-known communication researcher, was instrumental in defining and advancing this strategy. His original contributions cleared the door for its adaption and implementation in online and digital studies. As the digital era continues to transform how information is distributed and consumed, Krippendorff's content analysis approach remains very relevant, providing scholars with a methodical framework for dissecting the complexities of online material and its social ramifications (Susilo, 2017).

The content analysis approach developed by Klaus Krippendorff is based on the concept that communication is a dynamic interaction of symbols and meanings. Krippendorff's idea of content analysis extends beyond simple quantitative coding of surface-level elements. It goes into qualitative content interpretation in order to find underlying themes, patterns, and ideologies. Krippendorff's method is solidly rooted in semiotics, linguistics, and social sciences, allowing researchers to go beyond surface findings and connect with deeper layers of communication (Luthansa & Susilo, 2022).

Krippendorff's method entails many steps. Researchers begin by defining the scope and aim of the analysis, setting specific research questions and objectives. Then, to guarantee representative content selection, a systematic sampling procedure is used. Following that, researchers define relevant units of analysis and develop a coding scheme (Krippendorf, 2013). This paradigm can be deductive, enabling new patterns to emerge from data, or inductive, allowing new patterns to arise from data. The coded data is then submitted to statistical analysis and interpretation, allowing significant insights to be extracted.

The importance of Krippendorff's content analysis approach becomes clear in the age of the internet and digital communication when information flows incessantly across numerous platforms. From the analysis of social media discussions to online news items to user-generated material on forums and blogs, the digital environment brings distinct difficulties and opportunities. With its emphasis on meaning-making and interpretation, Krippendorff's technique prepares researchers to navigate this large and complicated world.

The analysis of online dialogue is one area where Krippendorff's technique is useful. For example, social media platforms provide a rich tapestry of user-generated material that reflects many ideas and opinions. Researchers can use content analysis to investigate the underlying attitudes, prejudices, and cultural dynamics buried in these digital discussions. Krippendorff's technique gives a disciplined means to deconstruct the numerous layers of online interactions, whether evaluating hashtag trends, political dialogue, or public opinion during crises.

Furthermore, content analysis is useful in investigating how identities and cultures are represented in digital media. The internet has the ability to simultaneously elevate disadvantaged voices and propagate prejudices. Researchers may use Krippendorff's technique to examine how different groups

are depicted in online material, giving light on issues of representation, inclusion, and social justice. This is especially important as digital environments increasingly serve as platforms for moulding public views and impacting real-world consequences.

Applying Krippendorff's content analysis technique to online and digital studies, on the other hand, is fraught with difficulties. The sheer amount of internet material needs novel data collecting and analysis methodologies. To handle enormous datasets effectively, automation and machine learning techniques have been added into the process, but the qualitative rigor of Krippendorff's methodology remains crucial.

Furthermore, the fluid and dynamic character of digital material raises concerns about the long-term stability of meaning. Inherently, Krippendorff's technique presupposes that symbols have relatively permanent meanings, but in the digital realm, where memes, trends, and viral material form and fade quickly, this assumption is put to the test. Researchers must contend with the temporality of digital material and explore how perceptions vary over short periods of time.

Finally, Klaus Krippendorff's content analysis technique is a cornerstone in communication research, providing a methodical and interpretative way to comprehending the deeper levels of meaning in text. The method's usefulness in the context of internet and digital studies remains strong. Content analysis enables scholars to deconstruct and grasp the complicated interplay of symbols, ideologies, and power dynamics that characterize our online interactions as the digital environment continues to transform how we communicate, obtain information, and develop identities. While applying the technique to the digital age presents problems, its key principles of methodical inquiry and meaningful interpretation remain critical for understanding the intricacies of our linked digital world.

## RESULT AND DISCUSSION

Table 1. The content after Telkomsel x Indihome Merger

CONTENT	CAPTION	DETAILS
	<p>Veronika yang biasa suka kita ajak chat itu kayak gimana ya wujudnya? Buat yang belum tau, ya kayak gini nih! Sahabat kita yang satu ini bisa nemenin kamu dan punya beragam aktivitas seru yang wajib kamu ikutin, cek aja langsung di Instagramnya di @hai.veronika. Jangan lupa follow ya!</p>	<p>Telkomsel on their Instagram account posted about AI Veronika educating some features of Telkomsel.</p>





**!! PERHATIAN !!**

**👤 DICARI DRAKOR LOVERS YANG MAU JALAN-JALAN GRATIS KE KOREA 👤**

Psst, sini-sini ikuti aja syarat dan ketentuannya nih:

👤 Pastikan pengguna Telkomsel PraBayar atau Telkomsel Halo

👤 WNI dan minimal berusia 17 tahun (memiliki KTP)

👤 Aktifkan paket Premium Viu 30 hari di MyTelkomsel

👤 Aktif paket berlangganan Viu selama minimal 2x bulanan selama periode program

👤 Jaga peringkat mingguan di Leaderboard

👤 Pelanggan dengan waktu nonton terlama di aplikasi Viu (dengan akun Viu yang terdaftar) yang akan jadi pemenangnya

👤 Pengumuman pemenang akan diumumkan di website dan media sosial resmi Telkomsel

Periodenya hingga 30 September 2023, gaskeun meluncur ikutan sekarang dan siap-siap buat jadi pemenang #TelkomselxViuKeKorea!

Telkomsel on their Instagram account posted about rewards related to Korean drama app and directed at Kpop audience.

	<p>Untuk info lengkap kunjungi <a href="https://tsel.id/AnnyeongKorea">tsel.id/AnnyeongKorea</a></p>	
	<p>Jadi ketagihan kan tuh? Makanya beli voucher games favoritmu sekarang di MyTelkomsel sekarang!</p> <p>Udah gitu kamu juga bisa dapet kuota hingga 3GB lagi! Promo sampai 31 Desember 2023, jangan sampai ketinggalan ya~</p> <p>*S&amp;K berlaku</p>	<p>Telkomsel on their Instagram account posted about game voucher availability at MyTelkomsel app.</p>
	<p>Langsung swipe ke kiri buat tau cara pilihnya 📱</p> <p>Kalo udah tau, langsung deh meluncur ke aplikasi MyTelkomsel dan tingkatin terus transaksimu!</p> <p>Nikmati beragam benefit yang bikin #HidupMakinIstimewa, seperti akses ke Airport Lounge, ekstra kuota, voucher nonton bioskop, voucher diskon di merchant pilihan, layanan istimewa dari Telkomsel Call Center atau GraPARI, dan masih banyak lainnya.</p>	<p>Telkomsel on their Instagram account posted about movie voucher purchasing.</p>
	<p>Veronika yang biasa suka kita ajak chat itu kayak gimana ya wujudnya? Ya kayak gini nih!</p>	<p>Telkomsel on their Instagram account posted about the AI Veronika promoting Indihome.</p>

	<p>Ini dia sahabat kita yang dapat membantu segala kebutuhan Telkonselmu!</p> <p>Mulai dari langganan Indihome hingga menjawab semua pertanyaan terkait produk Telkonsel.</p> <p>Selain itu, Veronika juga punya beragam aktivitas seru yang wajib kamu ikuti, cek aja langsung di Instagramnya di @hai.veronika. Yuk, jangan lupa follow ya!</p>	

Based on the data above, from Data 1 to data 5 are the content after Telkomsel x Indihome merger. From that point we can see some changes involved through the data above. The first to easy to notice is that the presence of Veronika, the AI worked for Telkomsel virtual cs. Through data 5 we can see Veronika promoting Indihome since Telkomsel is merged with Indihome. We can see in that content that Telkomsel and Indihome collaboration contributed through the advanced technology like the existence of Veronika. But it's not only that. In the data 2, 3 and 4 we can see Telkomsel involved content about K-pop, Games, and Movie, which mean that Telkomsel building closer relationship to Pop Culture market with their merge with Indihome. Telkomsel begins to realise that K-pop, Gamers, and movie fan are a big market in Indonesia that would help them increase the profit of the company and industry.

### Telkomsel x Indihome Walks with Pop Culture

The pop culture referred in here is involving K-pop, Gamer, and Movie fan, because they are mentioned in the data 2, 3 and 4. The internet has become a vital part of our everyday lives in today's linked world, impacting our communication, entertainment, and even how we interpret popular culture. Internet Service Providers (ISPs), the corporations responsible for delivering the online information and experiences that have knitted themselves into the fabric of modern pop culture, are at the core of this digital revolution. ISPs are crucial to pop culture since they not only ease access to information but also contribute to the creation of new trends, memes, and global phenomena.

Internet Service Providers serve as the internet world's gatekeepers, allowing people to access a broad diversity of material with only a few clicks. With the introduction of high-speed internet connections, people's media consumption has changed, with streaming platforms becoming the dominant means of entertainment consumption. ISPs have paved the way for seamless and buffer-free content delivery, whether it's binge-watching a new TV series, following the newest viral videos, or participating with live streaming of events.

Consider the popularity of streaming services such as Netflix, Hulu, and YouTube. These platforms have changed the way we view movies, television shows, and videos. Viewers may now watch their favorite programming on-demand, bypassing regular television schedules, thanks to the cooperation of ISPs that provide high-speed connections. This transformation has not only transformed the media environment, but also given rise to a new breed of "cord-cutters" who rely only on internet-based services for entertainment.

The internet has broken down geographical barriers, allowing civilizations from all over the world to mix and influence one another. The propagation of memes exemplifies this phenomenon. Memes are viral bits of digital information that typically express comedy, relatable situations, or comments on current events. ISPs are the channels via which viral memes travel, aiding in their global spread.

The "Distracted Boyfriend" meme, which shows a stock image of a man glancing at another lady while his girlfriend looks on disapprovingly, is an example. This image soon went popular, with innumerable versions and modifications appearing across various internet platforms. ISPs were critical in aiding the spread of this meme via social media, transforming it into an internationally recognized emblem of comparable events, even across nations with different original languages.

ISPs' roles extend beyond allowing content consumption; they also enable users to become content creators and share their talent with the rest of the world. The internet has democratized content production, allowing anybody with an internet connection to broadcast their abilities, thoughts, and expertise, from vlogs and podcasts to live streaming and lessons. YouTube is an excellent illustration of this trend. The platform has given rise to a slew of internet superstars who have amassed enormous fan bases by creating amusing, instructive, or insightful material. Internet Service Providers have opened the path for ambitious artists to upload high-definition recordings, livestream events, and communicate in real-time with their viewers, promoting a sense of connection that transcends physical boundaries.

Internet Service Providers and pop culture have a symbiotic relationship that goes beyond entertainment and communication. ISPs are critical to economic growth and technical innovation. As the demand for high-speed internet develops, ISPs are compelled to constantly enhance their infrastructure and services, resulting in networking technology advances. For example, the introduction of 5G technology promises to transform not only how we use the internet, but also how we interact with pop culture. 5G's quicker speeds and lower latency will make immersive experiences like augmented reality (AR) and

virtual reality (VR) more accessible. As a result, new types of entertainment and social interaction will emerge, further blurring the distinction between the virtual and actual worlds.

While ISPs play an important part in molding pop culture, they also bring with them obstacles and issues. Net neutrality, for example, is a contentious issue among ISPs. The net neutrality principle argues for treating all internet material equally, without favouring particular services or websites over others. The net neutrality controversy has consequences for how ISPs operate their networks, as well as the accessibility and variety of online material.

The importance of Internet Service Providers in molding pop culture cannot be overstated in the digital era. ISPs have become the backbone of our networked society, permitting immediate information consumption, accelerating viral trends, and enabling content production. Their significance goes beyond entertainment, influencing economic development, technical innovation, and even social dialogue. ISPs will remain crucial to the story as we traverse the ever-changing environment of pop culture in the digital domain, ensuring that the globe remains connected, informed, and amused (Mendick, 2005).

## **CONCLUSION AND RECCOMENDATION**

The conclusion from this research is that the merge between Indihome and Telkomsel make them more paying into attention about advanced market or modern market. If the ISP were that conservative, the internet capacity will stick at just standard Youtube viewing. But with the effort of equality, now everyone can play games better and they're more facilitated by Telkomsel. This can be good development; to see Indihome and Telkomsel are more open to pop culture. Pop culture in itself is powerful market due to having a group as big as Kpop, gamers, movie fan combined together.

## **ADVANCED RESEARCH**

Recommendation for this research is to be more open about AI research instead of the old marketing content of free SMS or phone call. The research about AI involving communication is already a huge profit. By doing this research not only it will improve the perform of AI but also them.

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