

## ABSTRACT

This study aims to explore the decision-making process in selling the products of PT. Telkomsel Branch Office Bangkalan, which include the new SIM-card products of simPATI, AS Madura, and Loop. The study determined PT. Telkomsel Branch Office Bangkalan as a research setting because they got the highest sales figure in 2017 compared to that of other three Telkomsel branch offices in Madura Island. The study used three essential theories namely organizational communication, decision-making process, and marketing communication. The study used qualitative approach with exploratory research type and was in a form of case study as the research method. The data were collected through deeper interviews with the related stakeholders who were involved during the process of making decisions at PT. Telkomsel Branch Office Bangkalan. The data were then analyzed using verbatim transcript method that allowed researcher to transform oral sentences produced by the respondents into relevant data and information. Results showed that a top-down process in making decisions was performed by the head office of PT. Telkomsel in selling their product for a long-term period. Another interesting result showed that PT. Telkomsel Branch Office Bangkalan used a bottom-up process as a marketing technique for a short-term period.

***Keywords: decision-making process, sales, and product***