ABSTRACT

Lanny Yuliantikasari, 21408015, "*Analysis of Implementation Personal Selling on PT. Melia Nature Indonesia in Bandung", Under Guidance* Dra. Rahma Wahdiniwaty, M.Si.

In this modern era, business growth in the world very fast so even also in Indonesia which more and more popping out new company which in concurrence to compete in its area. Impact from the growth claim company to have correct marketing strategy, that thing is needed to to overcome emulation which progressively tighten. As us know that product yielded by company cannot look for by xself its enthusiast, therefore company require a promotion strategy as medium to market its product, one of them with personal selling strategy (personal selling). Hence from that writer do research to PT. Melia Nature Indonesia in Bandung.

Target of writer do this research is to analyse of implementation personal selling and responder comments to sale execution look in the face at PT. Melia Nature Indonesia in Bandung, covering 5 indicator for example Pre approach, Presentation and Demonstration Overcome Objection, Close Sales, and also Follow-Up and Conservancy.

Writer use method descriptive analyse in this research, with object research of implementation personal selling at PT. Melia Nature Indonesia in Bandung. As for data collecting technique is by liberary Research and field Research).

Pursuant to research of writer which have [do/conduct], hence writer can analyse that responder comments to personal selling on PT. Melia Nature Indonesia in Bandung reside in at good enough category with score 4068 or equal to 67,8%.

Keyword: Personal Selling