

## **ABSTRACT**

*This study aims to explore characteristic often uses to build network and to explore how the consultant method to build interpersonal relationship for develop Oriflame network with effective. Interpersonal relationship it's important to build up relationship in Multi Level Marketing and uses to create value added not to person but everyone being bound.*

*This study uses the qualitative approach and the path analysis to analyze the data. The sample of study is the consultant with director titles registered in the PT. Orindo Alam Ayu and the directors must be active to build network and a speaker in organization. The total sample is 6 directors observations. Furthermore, the test of sensitivity is performed consultant to build network in Oriflame with interpersonal relationship.*

*The study found that not all consultant uses characteristic the interpersonal relationship to build network because between a consultant with any consultant uses not same characteristic interpersonal relationship. Interpersonal relationship uses agree with consultant network need but out of nine characteristic interpersonal relationship functional conflict the most not uses cause almost need to build network.*

*Keywords : Multi level Marketing, Interpersonal relationship*