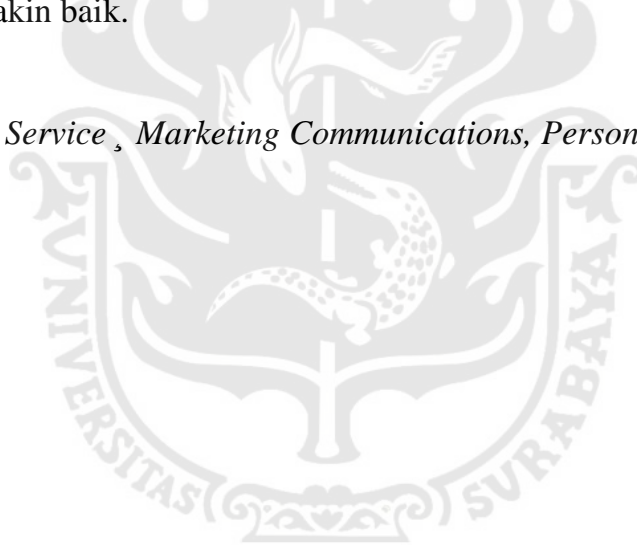


INTISARI

Laporan ini bertujuan menggambarkan aktivitas *personal selling* pada divisi *network development* Rodex Tour & Travel Surabaya. *Personal selling* merupakan komunikasi langsung antara penjual dengan calon pembeli untuk memperkenalkan suatu produk kepada calon pembeli dan membentuk pemahaman pelanggan terhadap produk sehingga mereka akan mencoba membelinya.

Aktivitas yang dilakukan selama praktik kerja lapangan adalah menjalankan peran sebagai staff *Network Development* yang membantu proses *personal selling*. aktivitas tersebut dikaitkan dengan teori 8 langkah yang harus dilakukan penjual dalam melakukan *personal selling*. Selama praktik kerja lapangan ditemukan beberapa kendala dalam proses *personal selling*. Oleh karena itu Rodex Tour & Travel Surabaya, khususnya bagian *Network Development* perlu melakukan perbaikan agar proses *personal selling* semakin baik.

Kata kunci: *Service*, *Marketing Communications*, *Personal Selling*.



ABSTRACT

This report aims to draw personal selling activities at the Surabaya network development division, Rodex tour & travel. Personal selling is direct communication between the seller and the prospective buyer to introduce a product to prospective buyers and shape customer understanding of the product so they will try to buy it.

The activities carried out during field work are to carry out the role of Network Development staff who assist the personal selling process. these activities are associated with the 8 step theory that sellers must do in personal selling. During field work practices there were some obstacles in the process of personal selling. Therefore, Surabaya's Rodex tour & travel, especially the Network Development section needs to make improvements so that the personal selling process gets better.

Keywords: Service , Marketing Communications, Personal Selling.

