

ABSTRACT

Volkswagen dealers are a place for VW customers or users for the people of Jakarta and surrounding , with an optimal dealer function (3S) expected to accommodate all services for VW users, whether in sales, repairs or spare parts. Volkswagen is one of Europe's automotive brands which is developing well in Indonesia, can be seen from the total sales data or all sales, related data, European automotive brands are still unable to compete with automotive brands from Asia, especially Japan ,but if compared with European automotive brands,Volkswagen ranks in the top 5. and Jakarta is the largest market in Indonesia, because 95 Volkswagen consumers were received from Jakarta.

part of the dealer is the Showroom, the purpose of the showroom is to provide information to visitors or lay people about the products and facilities offered in the Showroom. A showroom can communicate communicatively into a base that provides information. And within the dealership also includes a service area and partner body area where the service part is also an important part of a dealer, the circulation flow of the workshop or service area can also affect the process of correct maintenance \can help in optimizing assistance or the service process itself. The Volkswagen dealer in Jakarta is one of the authorized dealers of the Volkswagen car company based in Wolfsburg, Germany. It allows communication by providing information about Volkswagen (VW) and serving VW users both in-service services, accessories, and spare parts. By using the VW character that has long been known by the public at the Volkswagen dealer building in Jakarta, and is expected to have met all the needs of 3S (sales, service, and parts)

Keywords: Car dealer, Volkswagen, 3S (service, sales, spareparts), Das Auto