

## **ABSTRACT**

*Personal selling in the banking world has a very important role to increase the number of customers. Personal selling is marketing communication activity carried out directly between salespeople and consumers that aims to provide information related their products. This success is determined by the effective messages and attractiveness of the message that is credible in delivering messages. The purpose of this study was to determine how personal selling activities carried out by BTPN Jenius Banking products in increasing the number of the customers. Theory that used in this study is theory of the implementation of personal selling according to (Hermawan, 2012). This study uses qualitative method with post positivism paradigm. Data collections through interviews, observations, and documentations. The results of this study show that Jenius products in planning personal selling activities determine the location of the personal selling area first. As before running personal selling activities, Jenius always looks the weaknesses and the strengths from the other banking. Then the implementation of Jenius do all the personal selling activities according to the theory used in this study. These activities are carried out aggressively and actively. While in evaluation stage, Jenius always checked on daily basis and always uses two methods shown for different targets, which later will chosen from the two ways that are the most attractive.*

**Keyword:** *Banking, Customer, Marketing Communication, Personal Selling*