

ABSTRACT

Changes and developments have brought us to advances in technology so fast. This can be seen from the lifestyle of people who are always pampered with technology, especially in the era of covid19 when technology is needed to support activities carried out by the community, especially the internet. The development of the internet in the country continues to increase. With this increase, it is necessary activities personal selling to increase as well. PT. Telkom, Witel Bandung is one of the internet service provider companies known as IndiHome. In order to survive in the market competition, PT. Telkom, Witel Bandung use a marketing strategy personal selling by using the services of a sales force. In order of activities to personal selling run effectively, there must be a series of steps that are set in advance. And if the sales force can carry out the personal selling process effectively, it will increase the company's sales.

This study aims to determine how the marketing strategy personal selling at PT. Telkom Indonesia Witel Bandung. This research method is a qualitative descriptive method, which aims to describe and describe the characteristics of the phenomenon. The technique used by the researcher is to use observation, interviews, and documentation.

Based on the results of research and discussion, it was found that the marketing strategy carried out by PT. Telkom Witel Bandung for IndiHome products is optimal because it carries out personal selling the right. In conducting direct sales, PT Telkom Witel Bandung has implemented 7 stages of personal selling including prospecting and qualifying, pre-approach, approach, presentation and demonstration, handling objection, closing, and follow-up so that PT. Telkom Witel Bandung is able to compete and can increase product sales and meet sales targets every month.

Keywords: Personal Selling, Witel Bandung