

ABSTRACT

Along with the increasing number of internet users in Indonesia, the trend is also about using social networking sites and websites. This phenomena encourages the marketing division of PT. Sophie Paris Indonesia to create account social networking sites, so that the company could give more than just a Multi Level Marketing value-based company.

With the independent variables that consist of Membership (X1), Member's Perception of MLM (X2), Tools (X3), Publicity and Public Relation (X4) and Sales as the dependent variable (Y). This study aimed to determine the effect of the use of Multi Level Marketing systems and social networking sites and websites to the increasing level of sales. Using descriptive research for its method, and literature study and field study for collecting data. The samples used were 45 people with accidental sampling method.

Based on the analysis, this study qualified for validity test, reliability test, passed to univariate and bivariate analysis and also chi-square test. Obtained from the bivariate analysis, these factors has a significant relationship with the level of sales; Member's gender, Member's perception of the ability in communicating with consumers, Member's perception of the product sales with Multi Level Marketing system, Member's position in MLM ladder, Number of downlines, Membership duration, because those factors have P value below the alpha limit of 0.05.

While the factors that do not affect on the increasing sales result are; Member's age, Occupation besides a member of Sophie Paris, Member's perception of the upline, Ownership status on social networking site account, The use of social networking site account for searching the products, Product findings on social networking site, Sophie Paris website awareness, The visits to Sophie Paris website, Product findings on website, because those factors have P value above the alpha limit of 0.05.

The approaches of PT. Sophie Paris Indonesia which include the MLM system and the use of website and social networking sites to increase its capability in generating money are already good. But it would be better if the company more focus on maximizing the deployment of MLM system and utilize more about its website and social networking sites for the sake of marketing approach to increase the level of sales in the future.

Keyword: Multi Level Marketing, Social Networking Site, Website, Social Media, Sales.