

ABSTRACT

The development of technology and information is growing very fast in the world, as well as in Indonesia. Until 2020, the total internet users reach more than 196 million people or about 72% of the total population. With this increase, it is necessary to increase personal selling. PT Telkom Indonesia (Persero) Tbk (Telkom) is a State-Owned Enterprise (BUMN) which is engaged in information and communication technology (ICT) services and telecommunications networks in Indonesia. PT Telkom Witel South Jakarta is one of the branch offices of PT Telkom Indonesia which is located in regional 2. Personal selling activities carried out by PT Telkom Witel South Jakarta are by opening open tables and door to door at locations determined by the company. Personal selling strategy is important for companies that aim to increase sales at the company. This research focuses on personal selling activities carried out by PT Telkom Witel South Jakarta.

The purpose of this study is to find out how personal selling is carried out by PT Telkom Witel South Jakarta. The research method used in this research is descriptive qualitative. Data collection techniques using observation, interviews, and documentation. Informants of this writing are digital service officers, sales force, and external.

The results of the study found that the personal selling activities carried out by PT Telkom Witel South Jakarta have been going well, because they can make sales stably and even increase every month in the midst of very tight competition. PT Telkom Witel South Jakarta provides training on personal selling on a regular basis to salespeople, because it can have a better impact in the future in improving sales performance.

Keyword: Personal Selling, Increase In Sales