

ABSTRACT

Coffee consumption in Indonesia continues to increase, so this is directly proportional to coffee production which continues to increase. Lampung Province is one of the largest contributors to coffee production in Indonesia, occupying the second place after South Sumatra Province. Kopi 49 is one of the packaged coffee SMEs in Bandar Lampung. Kopi 49 also uses a variety of integrated marketing communication activities to attract potential customers or distributors, one of which is using personal selling marketing communications. This study discusses the personal selling marketing communications carried out by Kopi 49. The method used in this research is descriptive qualitative. Primary data collection techniques using interviews, observation and documentation. Secondary data collection techniques use online sources, literature and previous literature. The data validation technique in this study uses source triangulation. The theory used in this study is 6 Steps Personal selling by Kotler Keller (2016) which consists of Prospecting and qualifying, Preapproach, Presentation and demonstration, Overcoming objection, Closing, and Follow up and maintenance which formulate basic principles which are key factors marketing strategy success. The results of this study can be concluded that Kopi 49 has implemented every step contained in the theory.

Keywords: Marketing Communication, Personal Selling, Kopi 49, Prospecting and qualifying, Preapproach, Presentation and demonstration, Overcoming objection, Closing, and Follow up and maintenance