

### ***Abstract***

*This study aims to determine how the members of PT Melia Sehat Sejahtera interpret the use of storytelling in the two point of views, which is when he have not yet joined, and when he has joined. This research uses a constructivist paradigm. The method that used is qualitative with the phenomenological approach. Phenomenology trying to figure out and interpret a unique and distinctive phenomenon experienced by individuals who involved with a specific phenomenon. The technique that used in this study is by observation and deep interview according to phenomenological approach. In this research there are three person who are the subject of research, which where the three of them are members of PT Melia Sehat Sejahtera which have experienced the recruitment process until they eventually recruiting their own members. Based on the results that acquired from the three interviewer informants, that they interpret the storytelling process as one of the most powerful ways and always used when the recruitment process occurs. The reason why informants using storytelling in the recruitment of new members is because the motive of the past, present and future.*

***Keywords: multi-level marketing, storytelling, Melia Sehat Sejahtera***