

## **ABSTRACT**

*Technological advances in Indonesia continued to flourish until the activities of any economy join the growing. One of them in the technology what we know. In Indonesia's own information technology experienced rapid growth. The exchange of information with the use of internet media is urgently needed. In Indonesia alone, the use of the internet has begun to track in several major cities in the various regions. A growing need for internet media, a telecommunications company in Indonesia has always been innovating against its products. One of them, Indonesia Wifi (wifi.id), namely the public service-based internet Hotspot WiFi/technology provided by Telkom Group and the operator in cooperation with PT Telkom. With the support of network infrastructure PT. Telkom Indonesia network, Wifi is widespread throughout the region of Indonesia. In introducing its products, PT. Telekomunikasi Indonesia Tbk. personal selling activities are carried out to campus, restaurants, cafés, schools and offices. Personal selling, according to Kotler & Keller (2012:480) i.e. face-to-face interaction with one or more potential buyers for the purpose of making presentations, answering questions and procurement orders. This research aims to know the perceptions of consumers about personal selling in PT Telekomunikasi wifi.id witel East Jakarta in 2017.*

*The study categorized as types of descriptive quantitative research. The population used in this research is the user wifi.id in the area of East Jakarta. With as many as 100 samples of respondents. Methods of data analysis used is the testing data validity, reliability and test descriptive statistics are calculated using SPSS application 23.*

*The results of the data processing of Personal Selling as measured variable, obtained the average number of Personal Selling variable percentage of 73.25% and can be categorized according to consumer perceptions of both while remaining 26.75% (100%-73.25%) influenced by other factors outside of personal selling.*

*Keywords: Telecommunication, Wifi.id, Personal selling.*