

ABSTRACT

Implementation of Personal Selling Activities at PT. Infomedia Buah Batu Bandung, Turangga Branch

Background of this research started from the use of technology is undeniable, the user of technology has entered all ages. This is an opportunity for several companies to turn their business towards digital, both in terms of marketing and service. PT. Infomedia as a subsidiary of PT. Telkom provides solutions by marketing one of the products of PT. Telkom is Indihome, which provides convenience and quick access for the internet user community in Indonesia. The data used are primary and secondary data.

The research method used with data collection is interview, documentation and observation. The discussion technique used is qualitative descriptive analysis.

The result is a form of personal selling used by PT. Infomedia Buahbatu Bandung namely, Field Selling by making sales directly to consumers or plunging into the field directly. Personal selling stages carried out by PT. Infomedia Buahbatu Bandung is suitable, by adopting the modification of the company SOP (code of conduct avangers) which results are not out of the rules and also more efficient.

Keywords: *Implementation of Personal Selling*