

ABSTRACT

The changes and developments of the times have brought us to the rapid advancement of technology. All of that can be seen from the lifestyle of the people who are always spoiled by the latest technologies, one of which is the existence of the internet. The development of the internet in the homeland has always experienced an increase with these increases, personal selling is needed which must always be improved as well. This study aims to analyze how the Personal Selling Analysis of Indihome Products at PT. Infomedia Nusantara Turangga Bandung branch office in 2019. The results of research at PT. Infomedia Nusantara will help Indihome products to be more widely known by the community and can provide detailed and fast information to customers. Based on the results of this study, it is expected to help PT. Infomedia Nusantara to get maximum results and can compete with similar companies. Therefore Pt. Infomedia requires sellers or salespeople to market their products to find customers and can compete with the market. The source of the data obtained is through primary data sources and secondary data sources. The technique carried out by researchers is using observation, interviews, and documentation. The results of the study will help Infomedia products to be more widely known by the public, and the use of Indihome Products will increase according to the company's target and this research is expected to help Pt. Infomedia Nusantara gets more maximum results, can compete with other companies.

Keywords : *Personal Selling, Indihome Bandung*