

ABSTRACT

The Covid-19 pandemic has forced almost all fields to fully utilize technology to keep running activities. Especially in education, education is one of the areas that must be considered for its sustainability because this teaching and learning activity should not stop, so these activities must be carried out online, and many schools do not yet have private LMS. In this study, the author uses a descriptive method with a qualitative approach. This qualitative approach was chosen because the qualitative method is elaborative where this research will be more detailed and in-depth. The data in this study are also described descriptively and the research object has a small amount so that it prioritizes data depth over quantity. In the data collection stage through interviews and observations, after the variables are determined the researcher gets the theory of sub-variables and indicators that become a reference in making a list of questions for the interview as stated in the previous chapter, then data collection and data analysis were carried out by the researcher himself to be able to analyze the application of personal selling to the Pijar Sekolah product. The conclusion from the analysis of the application of personal selling to the promotion of the Pijar Sekolah Application product is appropriate because it is in accordance with the seven steps of personal selling, namely: 'prospecting and qualifying', 'pre-approach', 'approach', 'presentation', 'handling complaints', 'closing'. sales', and 'follow up'. The author knows how to apply it and what problems are found in the personal selling process based on interview data and information obtained during the research, the problem that occurs is at the approach, handling complain and closing stage.

Keywords; Personal Selling, Promotion