

ABSTRACT

The development of technology and communication is very fast developing in the world, especially in Indonesia, causing all telecommunication and service companies to provide Internet Service Provider (ISP) services, especially in Banda Aceh. There are many needs for internet access at this time when companies in Indonesia are trying to meet the needs of these communities. The company must make a variety of services, products and prices offered by other telecommunication companies. Personal selling is one way to attract potential customers and build a good image to the target market. This study aims to analyze how the Analysis Personal Selling Of IndiHome Product At PT. Telkom, Branch Banda Aceh In 2021. This research is categorized as a type of quantitative descriptive research. The research method used is descriptive analysis method and continuum line. Sources of data obtained are through primary data sources and secondary data sources. The technique used by researchers is to distribute questionnaires to IndiHome customers in Banda Aceh with a sample of 100 respondents. Based on the results of the analysis using the Personal Selling percentage of 80.17%, it is said to be in the good category.

Keywords: *Personal Selling, Indihome Banda Aceh*