

ABSTRACT

Sukoharjo Post Office is one of the branches of PT. Pos Indonesia from several branches spread across Indonesia. This study focuses on personal selling activities carried out by Oranger Mobile at the Sukoharjo Post Office and the goal of this study is to determine the implementation of personal selling carried out by Oranger Mobile at the Sukoharjo Post Office and find obstacles or problems that occur and find ways to overcome them. In this study, the author uses a descriptive method with a qualitative approach and data collection from interviews and observations, research object that will be used as a respondent is Oranger Mobile as the executor of personal selling at the Sukoharjo Post Office. The author knows how to apply and what obstacles are found in the personal selling process based on interview data and information obtained during research. The results of this study indicate that the personal selling activities carried out by Oranger Mobile at the Sukoharjo Post Office have been going well and main problem from them is lack of knowledge about personal selling. Then, there is no training for Oranger Mobile.

Keyword : Personal Selling, Post Office, Oranger Mobile