

ABSTRACT

Today's technology plays an important role in human life. With technology, humans can exchange information regardless of distance and time. The existence of a high need for the internet has spurred companies in Indonesia to meet the needs of society for the internet. Internet service provider companies are currently very much needed to meet people's needs for the internet. Internet service that has high and stable speed at an affordable price is one of the decision factors for choosing public internet services. PT. Telkom Witel Denpasar is an internet service provider company in Indonesia, one of its products is Bali Bangkit IndiHome which is available in the Denpasar area. The Bali Bangkit program is a program to increase sales acquisition and improve customer experience through loyalty activities using a personal selling approach in a special area of Denpasar.

The purpose of this research is to know and understand the application of the personal selling process on the promotion Bali Bangkit IndiHome Product PT. Telkom Witel Denpasar.

The research method used is descriptive qualitative with data collection techniques using interview, observation, documentation and triangulation techniques. The analysis was conducted by seeking information through informants using interviews, observation, and documentation. Then the data and information obtained were analyzed for validity using triangulation, which is a data collection technique by comparing answers from informants, combining answers and drawing conclusions from the answers of the informants.

Based on the results of research on the application of the personal selling process of PT. Telkom Witel Denpasar in Bali Bangkit product has 7 steps, namely prospecting and qualifying, pre-approach, approach, presentation and demonstration, handling objection, closing, and follow up. The conclusion obtained by PT. Telkom Witel Denpasar has carried out every personal selling process from the prospecting and qualifying stage to the follow-up stage, but has not been able to achieve the sales target that has been targeted by PT. Telkom Witel Denpasar.

Keywords: *Personal Selling, Bali Bangkit IndiHome, PT. Telkom Witel Denpasar*