

**PEMANFAATAN KOMUNIKASI ANTAR PRIBADI MEDICAL  
REPRESENTATIVE DENGAN CUSTOMER  
PT. NOVARTIS INDONESIA**

**ABSTRACT**

*The current level of competition in the pharmaceutical industry are increasing, causing PT. Novartis Indonesia needs the right marketing activities to encourage the product sales. Interpersonal communication is one of the implementation of the most effective marketing activity, namely personal selling. Based on the reality of it is made in a study titled "Use of Personal Communication Between Medical Representative with Customer in PT. Novartis Indonesia "*

*This study aims to determine how the motives, meanings and experiences in the use of interpersonal communication in conducting medical representative selling skills aimed transform the company offering the product to the customer (doctor). The type of research that used by the author is a descriptive qualitative study using a phenomenological study. Data collection was conducted in-depth interviews to four informants and collecting field data based on the experience of informants, as well as photo documentation.*

*Results showed that interpersonal communication motives because of government regulations, the achievement of product sales, building a good relationship with the customer. Meaning of interpersonal communication by medical representative is to build personal ties, introduce products, materials and evaluation for medical representative companies, build customer confidence, feeling comfortable and open presence of the customer, as well as establish confidence for medical representative. Based on the personal experience, it is not easy to be a professional medical representative, who had been successful in building inter-personal communication with the customer, and the constraints faced by the communications aspect lies in the selection of appropriate methods and content.*

*Keywords: Marketing Communications, Interpersonal Communications, Medical Representative*