

ABSTRACT

Surya Yudha Park is a tourist destination that has a variety of complete facilities in it. There are three-star hotels with a capacity of 171 rooms, water parks and water parks, private pools, sports centers, billiards, cafes, family karaoke, city tours, pilgrimage rituals, Surya Yudha Park 2 park, glass suspension bridge, and mice room. Surya Yudha Park uses personal selling as one of his promotion methods. The purpose of this study is to find out how the planning, implementation and evaluation of personal selling is carried out by Surya Yudha Park in 2022. The research method used is descriptive qualitative with data collection techniques using interviews, observations and company documentation and triangulation. The analysis is done by seeking information from informants who have been determined by means of interviews, observations and documentation from the company. The data obtained were then analyzed using triangulation by comparing and combining the answers from the informants, the results of field observations and the results of the documentation and drawing conclusions from the resulting data. Based on the results of the study, the application of personal selling to Surya Yudha Park Banjarnegara in 2021 earned an income of Rp. 1,713,647,716 with a total of 12,132 visitors and for hotel rooms sold as many as 5,839 rooms and on January 17, 2022 to June 28, 2022 the result of personal selling is getting income of Rp. 3,831,533,994 with a total of 25,593 visitors, and 12,268 rooms sold for hotel rooms. The conclusion is that Surya Yudha Park Banjarnegara has succeeded in planning, implementing and evaluating personal selling, it can be seen from the income, the number of visitors, and the number of hotel room sales.

Keywords: *Personal selling planning, application of personal selling, evaluation of personal selling.*