

ABSTRACT

The impact of this technology and information development was increasingly felt during the pandemic in 2020 yesterday. Because the pandemic has brought rapid changes in various areas of life, including the industrial sector, forcing everyone to learn adaptively, one of which is through digital technology instruments in the industrial world during the 2020 pandemic. Current technological developments make competition in business very competitive because of the development of modern batik in every region in Indonesia. This encourages written batik entrepreneurs to continue to innovate and be creative in developing batik to make it look attractive and attractive to young people, especially in Garut Regency. Batik is a painting craft that is poured on a cloth using a canting filled with wax liquid, with painting techniques and models of high artistic value. Batik is also one of the cultures that is the pride of Indonesia, there are many batik craftsmen in this archipelago, one of which is owned by Garut Regency with Garutan Batik products.

This study aims to increase sales of Batik Garutan products. The background for this writing is the lack of sales of batik in Garut district. This is because there is still a lack of understanding from MSME owners of Garutan Batik, the importance of product branding, and the absence of supporting facilities and infrastructure to assist in selling Garutan batik products. Because business owners have to host in their own country with their own brand and in their own shop.

Penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan teknik pengumpulan data menggunakan wawancara, observasi, dokumentasi dan traingngulasi. Data yang telah didapat dianalisis keabsahannya dengan menggabungkan jawaban dan mengambil kesimpulan dari hasil wawancara dengan Informan.

The results of the study found that the personal selling activities carried out by Cv. Batik Tulis Garutan CeuRia had gone well because they were able to sell and offer products to consumers in accordance with what was targeted by the company. As well as being able to make sales stably and be able to increase every month. However, it still takes innovation and creativity for a salesperson to carry out their duties, because there is a lot of competition that is getting tougher with every sale made. In addition, sales must also take part in training that has a positive impact on a salesperson to increase capacity as a salesperson so that they are able to provide good sales every month.

Kata Kunci : Personal Selling, Batik Tulis Garutan