ABSTRACT

The high target about increasing of ownership of "BCA Solutions" by customers is a problem faced by BCA KCU Thamrin in the second half of 2017. The purpose of this study is to examine and analyze the implementation of personal selling strategy by the marketing officers of BCA KCU Thamrin to achieve the target. This research is a descriptive qualitative research with case study method and the data collection technique is using in-depth interview. The data analysis are using data reduction, data presentation, and making conclusion. The validity of the data is checked by the source triangulation method. According to the research, it was found that strategy used by marketing officers' of BCA KCU Thamrin is by integrating and follow the stages of personal selling strategy, as mentioned in Kotler and Armstrong (2008) which are Prospecting and Qualifying, Preapproach, Approach, Presentation and Demonstration, Overcoming Objection, Closing the Sale, and Follow Up. The implementation of personal selling strategy focusly has been able to deliver BCA KCU Thamrin to achieve the target to increase the ownership of "BCA Solution" by customers. The conclusion that can be drawn is the success in achieving the target "BCA Solution" at BCA KCU Thamrin really shows the strength of personal selling strategy.

Keywords: personal selling, personal selling stages, and target achievement

ABSTRAK

Target peningkatan kepemilikan "Solusi BCA" oleh nasabah yang tinggi merupakan permasalahan yang dihadapi oleh BCA KCU Thamrin pada semester kedua di tahun 2017. Tujuan dari penelitian ini adalah untuk mengkaji dan menganalisis pelaksanaan strategi *personal selling* para *marketing officer* BCA KCU Thamrin untuk memenuhi target tersebut. Penelitian ini adalah jenis penelitian kualitatif deskriptif dengan metode studi kasus dan teknik pengumpulan data menggunakan wawancara mendalam. Analisis data dengan cara reduksi dan penyajian data serta penarikan kesimpulan. Keabsahan data diperiksa dengan metode triangulasi sumber. Hasil penelitian menunjukkan bahwa strategi *personal selling* para *marketing officer* BCA KCU Thamrin telah dilakukan dengan memenuhi tahapan *personal selling* menurut Kotler dan Amstrong (2008) yaitu Memilih dan Menilai Prospek, Prapendekatan, Pendekatan, Presentasi dan Demonstrasi, Mengatasi Keberatan, Penutupan, dan Tindak Lanjut. Pelaksanaan strategi *personal selling* secara terarah telah mampu mengantarkan BCA KCU Thamrin dalam memenuhi target peningkatan kepemilikan "Solusi BCA" oleh nasabah. Kesimpulan yang dapat ditarik adalah keberhasilan dalam pencapaian target "Solusi BCA" di BCA KCU Thamrin benar-benar menunjukkan kekuatan dari strategi *personal selling.*

Kata kunci : *personal selling,* tahapan *personal selling,* dan pencapaian target

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