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Judul : **“Pengaruh Kemampuan Komunikasi dan Penampilan Diri Sales Promotion Girl Rokok Marlboro Terhadap Kemampuan Personal Selling”** .
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ABSTRAC

Sales promotion girl has to give friendly service, explaining the product briefly and getting feedback from consumer. Besides that, the most important thing is an effective communication with consumer to be. The effective communication becomes important because it is the key in every human relations; both personal and business. Related with the relation between SPG and his customer to be. The communication here is interpersonal communication. The aim of the research is now how. The relation communication ability and personal.

SPG Marlboro cigarette with their personal selling. This research used S-O-R theory, Dagmar model, marketing communication, purposes of marketing communication, personal selling, communication ability and personality.

The research used survey method, the result showed that based on test statistic the correlation $R = 0,642$ this value is between 0,60-0,799 interpreted as strong correlation between communication ability and personality to personal selling