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### **ABSTRACT**

Personal Selling as part of the Integrated Marketing Communication (IMC) was one of the most important part of business development. In personal selling, sales force has a very important role. Has become obligatory for companies to provide training for its sales force. So that training can effectively reach the target requires a communications strategy in its implementation. To measure the effectiveness of the implementation of communication strategies in training, communication audits required as a means of analysis.

This study aimed to know communication strategies used in the Basic Salesmanship Training at PT.Astra International, Tbk-Honda and find out the results of the audit of the implementation of communication strategies in Salesmanship Basic Training in PT. Astra International, Tbk-Honda. The object of this study is the Basic Salesmanship Training at PT. Astra International, Tbk-Honda. The main data source of this research is Basic Salesmanship Training trainers and trainees, they are a salesman / sales counters whose become participants of training fully. This research uses descriptive Evaluative method. Data were analyzed with a qualitative approach based on interviews, observation, library research and documentation study and the questionnaire.

The analysis shows the overall implementation of the Basic Salesmanship Training at PT. Astra International, Tbk - Honda Sales Operations are running well. All through the process with thorough planning and strategy. Seen by the majority of participants gave positive responses to the message, processes and methods of message delivery, use of media training or during the interaction process there training. Implikasi of good training and adoption of appropriate strategies will be able to create a good salesman and in accordance with qualification skills required in running the personal selling activities as part of the implementation of IMC. However, the results of the audit process of communication strategies in training and equipment there are a few things to get attention is the form of materials or application of innovation strategies on the next training.