

ABSTRAK

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Strategi *Personal Selling* Penjualan Mobil Bekas di *Showroom* Garasi Auto Gallery.

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Garasi Auto Gallery adalah salah satu perusahaan *showroom* penjual mobil bekas yang ada di Yogyakarta. Seiring bertambahnya produk mobil baru dan banyaknya penjual mobil bekas khususnya di Yogyakarta membuat persaingan menjadi ketat. Untuk itu, Garasi Auto Gallery harus bisa menghadapi persaingan tersebut agar tetap bisa bertahan. Salah satu caranya dengan melakukan *personal selling* sebagai alat untuk promosi dan mendukung penjualan perusahaan.

Penelitian ini bertujuan mendeskripsikan strategi *personal selling* penjualan mobil bekas yang dilakukan *showroom* Garasi Auto Gallery. Menggunakan teori promosi dan teori *personal selling* sebagai panduan penelitian. Jenis penelitian ini adalah penelitian kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data yang digunakan adalah wawancara, dokumentasi dan observasi. Setelah data terkumpul dilakukan analisis data berupa pengumpulan data, reduksi data, penyajian data dan menarik kesimpulan dari data tersebut.

Hasil penelitian menunjukkan pelaksanaan *personal selling* yang dilakukan *showroom* Garasi Auto Gallery melalui beberapa tahapan, yaitu mencari dan menilai prospek konsumen, pendekatan pendahuluan, pendekatan, presentasi dan demonstrasi, mengatasi keberatan, menutup penjualan serta tindak lanjut dan pemeliharaan. Dalam pelaksanaannya, Garasi Auto Gallery memiliki beberapa caranya sendiri dalam melaksanakan tahapan *personal selling*. Ada beberapa hal yang perlu diperhatikan Garasi Auto Gallery, yaitu memaksimalkan setiap kesempatan penjualan yang ada, lebih memanfaatkan lagi media *online* sebagai penunjang aktifitas *personal selling*, dan meningkatkan keahlian wiraniaga dengan ilmu pemasaran dan penjualan.

Kata kunci : Promosi, *Personal selling*, Garasi Auto Gallery

ABSTRACT

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Personal Selling Strategy of Secondhand Car Selling on Garasi Auto Gallery Showroom

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Garasi Auto Gallery is one of the showroom company in Yogyakarta that sells secondhand car. Along with the increasing of the new car products and there are many secondhand car sellers especially in Yogyakarta, the competition among them becomes tight. Because of that, Garasi Auto Gallery should face the competition if it wants to survive. Doing personal selling as a promotion tool is one of the ways to support the company selling.

The aim of this study is to describe the personal selling strategy of secondhand car selling that is done by Garasi Auto Gallery showroom. This study used promotion theory and personal selling theory as the research guidance. The type of this study is qualitative research with descriptive approach. The data were obtained through interviews, documentation, and observation. After the data were obtained, several data analysis were done in the form of data gathering, data reduction, data presentation and drawing a conclusion from the data.

The result shows that personal selling implementation by Garasi Auto Gallery showroom is done in several stages, they are looking for and evaluating prospect consumers, preliminary approach, approach, presentation and demonstration, overcome objections, close the sale, and also follow-up and maintenance. In the implementation, Garasi Auto Gallery has its own ways to do the personal selling stages. There are several thing that should be noticed by Garasi Auto Gallery, which are maximizing every selling chances, take more advantages from online media as the personal selling support, and improve the salesperson proficiency with marketing and selling knowledge.

Keywords: Promotion, Personal Selling, Garasi Auto Gallery