

ABSTRACT

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Personal selling as the Koling (Street Vendor Coffee) Promotion Media in Introducing the Coffee Bean Processed Product to Public of Yogyakarta Special Province in 2015-2016 Periods.

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Nowadays, coffee is just not to reduce sleepiness, but its more about a lifestyle. This phenomenon has made the coffee business in Indonesia to experience an improvement lately. This condition leads to the emergence of new coffee shops. This improvement is surely bringing a tight competition between them. In that order, the strategies to acquire customers or solely to maintain them are required.

Through this research, the author analyzed the implementation of personal selling as the promotion media in introducing coffee bean processed product towards the communities of Yogyakarta. The type of research that used is a qualitative descriptive. The research methods are from case study, collected data through interview, and document.

According to results of the research, in promotion activity from promotion mix, like advertising, direct marketing, Internet marketing, sales promotion, public relations, and personal selling, Koling (Street Vendor Coffee) choose the personal selling strategy. The personal selling strategy conducted by Koling (street vendor coffee) is by disseminating its coffee carts to the places considered as frequently visited by visitors and introducing the type of coffees that being sold towards the customers. However, there still need more evaluation to maintain this strategy. In searching for employees for personal selling; competent people are recommended, however, in Koling (street vendor coffee); there are no specific requirements for obtaining competent employees. Aside from that, there are still deficiencies in the implementation process of personal selling strategy that did not utilizing the essential points of personal selling.

Keywords: Promotion, Personal selling, Coffee