

ABSTRACT

Changes and developments of the age has brought us on technology advances so rapidly. All that can be seen from the lifestyle of the community who are always pampered by cutting-edge technologies one of which is the existence of the internet. The development of the internet in the motherland is always the experience increased with an increase in the required personal selling should always be improved anyway. Personal selling, according to Kotler and Keller (2016:582) "Face to Face interaction with one or more prospective for the purpose of making presentation, answering questions and procuring orders" (called face to face one or more potential buyers for the purpose of making presentations, answering questions and supplying booking).

This research aims to analyze how personal selling wifi product id in PT Telkomindonesia witel East Jakarta. This research is found as a descriptive quantitative peneltian type. The population used in this study is that consumers use wifi id in an area of East Jakarta with samples as many as 100 respondents are determined based on the results of the calculation formula of Bernoulli.

The results showed personal selling results obtained 78.93% while the rest 21.07% (100%-78.93%) influenced by factors other than the personal selling.

Key: Personal Selling , Telecommunication , Wifi.id