

ABSTRACT

The development of the fashion industry in Indonesia requires companies to compete strategy in developing its business in order to increase the volume of sales in accordance with targets that have been achieved. One of the fashion industry that is growing currently is the distro. Elysium Clothing is one of distro in Bandung, which is developing and conducting a variety of strategies to increase sales, one of the strategies undertaken currently by Elysium Clothing is the promotion. Personal selling is a promotion mix that are currently the focus done by Elysium Clothing.

The purpose of this study is to investigate the implementation of and barriers to the activity of personal selling in Elysium Clothing Bandung. The method applied in this research is descriptive method through interviews and observations.

The results of the study showed the activity of personal selling is done by Elysium Clothing Bandung has been going well, there are some obstacles in the implementation of the activity of personal selling but so far these barriers can be overcome by the company. The results of this study indicate that consumer response has been quite good judging from the repeat purchases that consumers do in Elysium Clothing Bandung.

Keywords: Promotion Mix, Personal Selling, Marketing