

ABSTRACT

In this globalization era, technological development is no longer a taboo subject to talk about. Because, technology continues to experience development every year. Various types of technology every day come with different types and uses. One example is the presence of the Edulogy application in the world of education where this application helps the existing education system in Indonesia which is a window towards character education, smart, creative and innovative, with the best cellular application in Indonesia that bridges parents, students and schools. To market products to sell quickly, companies use personal selling methods in marketing. This study aims to determine how effective the implementation of Personal Selling in selling Edulogy applications.

This type of research uses descriptive methods. Which descriptive method uses data collection techniques through interviews, observations, and documentation. The results presented are in the form of words and conclusions in interviews from consumers Edulogy.

Based on the results of research that has been done. The result is the implementation of Personal Selling in selling Edulogy applications in the company PT. Mandiri Abadi Teknologi is effective, so that the Edulogy application is slowly being sold to consumers. As for the obstacles during Personal Selling activities, these obstacles can be resolved properly.

Keywords: Marketing, Promotion Mix, Personal selling