

ABSTRAK

Tujuan dilakukannya penelitian dalam tugas akhir ini untuk 1) memahami strategi *personal selling* dalam pemasaran produk *MICE package* di Novotel Karawang, 2) memahami hasil strategi *personal selling* dalam pemasaran produk *MICE package* di Novotel Karawang. Penelitian ini menggunakan metode penelitian kualitatif, dengan jenis penelitian deskriptif. Teknik pengumpulan data dilakukan dengan wawancara, observasi partisipan, dan dokumentasi. Data primer diperoleh dari hasil wawancara dan observasi partisipan, sedangkan data sekunder diperoleh melalui dokumentasi. Hasil penelitian menunjukkan bahwa 1) Novotel Karawang telah melakukan keenam tahap dari strategi *personal selling* dengan baik, yakni *qualifying and prospecting, pre-approach, presentation and demonstration, handling objections, closing* dan *following and maintain relationships*, 2) hasil dari strategi *personal selling* sangat berpengaruh dalam pemasaran produk *MICE package* di Novotel Karawang dan meningkatkan loyalitas pelanggan dalam membangun bisnis jangka panjang.

Kata kunci : Pemasaran, *Personal Selling*, *MICE Package*, Novotel Karawang

ABSTRACT

The research aims to 1) understanding personal selling as the strategy to promoting MICE package product at Novotel Karawang, 2) understanding the result of personal selling as the strategy to promoting MICE package product at Novotel Karawang. This research used qualitative method with descriptive research. Data are collected through interview, participant observation, and documentation techniques. The results of this research show that 1) Novotel Karawang have done the six steps of personal selling strategy properly, through qualifying and prospecting, pre-approach, presentation and demonstration, handling objections, closing dan following and maintain relationships, 2) the result of personal selling has significantly influence the promoting effect of MICE package product and increasing customer loyalty in a long term business prospect.

Keywords : Marketing, Personal Selling, MICE Package, Novotel Karawang