



## TABLE OF CONTENT

HALAMAN PERSETUJUAN.....	ii
PERNYATAAN KEASLIAN TUGAS AKHIR.....	iii
FOREWORD .....	iv
TABLE OF CONTENT .....	vi
TABLE LIST .....	viii
TABLE OF FIGURES .....	ix
INTISARI .....	x
ABSTRACT.....	xi
CHAPTER I.....	1
INTRODUCTION .....	1
1.1 Background.....	1
1.2 Research Problem .....	3
1.3 Target Research .....	3
1.4 Benefit .....	3
CHAPTER II.....	4
LITERATURE REVIEW .....	4
2.1 Company Profile.....	4
2.1.1 PT. BUMI PURNAMA RAYA .....	4
2.1.2 Kirana Garden Residence.....	4
2.1.3 Stucture of Organization .....	6
2.2 Theoretical review .....	7
2.2.1 Sales .....	7
2.2.2 Effectiveness .....	11
2.2.3 Sales effectiveness.....	15
2.3 Research method.....	16
2.3.1 Time and Place of the Research .....	16
2.3.2 Interview Method .....	16
2.3.3 Respondent.....	17
2.3.4 Analyze method.....	17
2.3.5 Kind of research .....	17
2.3.6 Research Object.....	17
2.3.7 Kind and source of Data.....	18
2.3.8 Data Collection Method .....	18



2.3.9 Analytic Data Technique.....	19
CHAPTER III .....	20
STUDY ANALYSIS AND DISCUSSION .....	20
3.1 Study analysis.....	20
3.2 Discussion.....	21
3.2.1 The Success of the program .....	24
3.2.2 The Success of the Target .....	27
3.2.3 Satisfaction To the Program .....	28
3.2.4 Input and Output Rate .....	28
3.2.5 The Whole Achievements .....	41
CHAPTER IV .....	43
CONCLUTION AND SUGGESTION .....	43
4.1 Conclution .....	43
4.2 Suggestion .....	44
REFERENCES .....	45