

## ABSTRACT

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Title : **Analisa Personal Selling Guna Meningkatkan Volume Penjualan Paket Pernikahan Kasus : Sales Department Hotel *The Ritz Carlton Jakarta, Mega Kuningan***

Basically, promotion is a tools for the sales to sell the product to the customer. There are so many kind of the promotion. One of them is pesonal selling. Basically, personal selling is a promotion that we have face to face meeting with the customer. This kind of promotion is the most effective to selling the product like the wedding package. For the wedding sales at *The Ritz Carlton Jakarta, Mega Kuningan* they have already used this kind of promotion to sell their wedding package product. And the problem is how the personal selling method have an impact to increase the selling volume for the wedding package at *The Ritz Carlton Jakarta, Mega Kuningan*. Therefore, the author want to know deeper about the impact of personal selling method to increase the selling volume at *The Ritz Carlton Jakarta, Mega Kuningan*. In this thesis, the author using the qualitative method to analysis the data. To collect the data, the author using the observation method at the hotel *The Ritz Carlton Jakarta, Mega Kuningan* in the Sales Wedding Department and do some interview with the hotel wedding sales. And for the result, the author found that the personal selling system is a good system to increase the selling volume for the wedding package in that hotel.

Keyword : *personal selling, selling volume, sales wedding*