

## **ABSTRACT**

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**The Personal Selling Strategy of “Knorr” Brand to Attracting New Consumers in Yogyakarta**

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This study is tried to describing the personal selling implementation at Unilever Foodsolutions Yogyakarta office. The purpose of this research is to understanding and describing specifically related with personal selling implementation that employed by Unilever Foodsolutions Office in order to attracting new consumers in Yogyakarta and the success that achieved in Knorr’s personal selling and the factors that become a barrier in personal selling strategy implementation. The theory framework in this research is personal selling strategy, personal selling concept, and personal selling techniques because Unilever Foodsolutions is only employing personal selling in order to performing their sales promotion. This research method is using case study research method with descriptive type. The research result is presenting personal selling strategy that employed by Unilever Foodsolutions Office is success, because each personal selling team is well planned first about several plan that will performed so that each plan can achieved by considering environment situations analysis that consist of strength, weakness, opportunity and Threat (SWOT), and performing the right step from personal selling procedures. The communication’s goal of Knorr Unilever Foodsolutions is attracting consumer’s interest to using Knorr’s product and build good relationship among sales person and consumers. The strategy that employed by Unilever Foodsolutions is personal selling strategy with Gebyar Promo Discount and Direct Gift to consumers. The plan is aligned with vision and mission of Knorr Unilever Foodsolutions, the program is performed and evaluated its result of personal selling programs.