

AKTIVITAS SALESPERSON APARTEMEN DI PT. SARASWANTI INDOLAND DEVELOPMENT YOGYAKARTA

Erny Apriani

Abstrak

PT. Saraswanti Indoland Development merupakan anak perusahaan di divisi properti kelompok usaha Saraswanti di Daerah Istimewa Yogyakarta (DIY) yang membangun proyek apartemen Mataram City. Peneliti melakukan magang di perusahaan ini selama satu bulan pada divisi *marketing*. Penelitian ini bertujuan untuk mengetahui aktivitas tenaga penjualan (*salesperson*) di PT. Saraswanti Indoland Development. Penelitian menggunakan pendekatan kualitatif dengan metode perolehan data yakni observasi dan wawancara. Hasil penelitian menunjukkan aktivitas *salesperson* PT. Saraswanti Indoland Development Yogyakarta terdiri dari tiga hal, yakni *sales gathering*, *canvassing*, dan mengikuti pameran properti di mall-mall di seluruh Indonesia. Kegiatan *sales gathering* dilakukan dengan cara menemui konsumen secara langsung. Kegiatan ini tidak dilakukan secara serta merta, melainkan *salesperson* terlebih dahulu mengkualifikasikan, mendekati, dan menjalin komunikasi dengan calon konsumen. Setelah itu dilakukan, *salesperson* PT. Saraswanti Indoland Development melakukan presentasi mengenai unit apartemen yang dijual. Kegiatan *canvassing* dilakukan dengan cara menghadiri acara-acara penting yang dihadiri oleh para pejabat dari perusahaan-perusahaan swasta, perusahaan BUMN, dan lembaga negara. *Salesperson* membuka *stand* atau menunggu di area digelarnya acara untuk menjaring calon konsumen. Kegiatan ketiga ialah mengikuti pameran di mall. Pameran properti sering sekali digelar di mal-mal di seluruh Indonesia. *salesperson* PT. Saraswanti Indoland Development mengikuti acara pameran properti untuk memperluas jangkauan dalam membidik konsumen. Hal ini dilakukan karena pameran properti pada umumnya mampu mendatangkan orang-orang yang memang memiliki minat dan kebutuhan terhadap unit properti.

Kata Kunci: *Aktivitas, Salesperson*

THE APARTMENT SALESPERSON ACTIVITIES AT PT. SARASWANTI INDOLAND DEVELOPMENT YOGYAKARTA

Erny Apriani

Abstract

PT. Saraswanti Indoland Development is a subsidiary in the property division of the Saraswanti business group in the Special Region of Yogyakarta (DIY), which is developing the Mataram City apartment project. Researcher does an internship at this company for one month in the marketing division. This study aims to determine the activity of the sales force (salesperson) at PT. Saraswanti Indoland Development. The study uses a qualitative approach with data acquisition methods, namely observation and interviews. The results showed the salesperson activity of PT. Saraswanti Indoland Development Yogyakarta consists of three things, namely sales gathering, canvassing, and participating in property exhibitions in malls across Indonesia. Sales gathering activities carried out by meeting consumers directly. This activity is not done immediately, but the salesperson first qualifies, approaches, and establishes communication with potential customers. After that was done, the salesperson of PT. Saraswanti Indoland Development made a presentation about apartment units for sale. Canvassing is done by attending important events attended by officials from private companies, state-owned companies, and state institutions. Salesperson opens a stand or wait in the area of the event to attract potential customers. The third activity is to take part in exhibitions at the mall. Property exhibitions are often held in malls across Indonesia. Salesperson PT. Saraswanti Indoland Development takes part in a property exhibition to expand its reach in targeting consumers. This is done because property exhibitions are generally able to bring in people who do have interests and needs for property units.

Keywords: Activity, Salesperson