

PERSONAL SELLING TO REACH CONSUMERS (CASE STUDY AT PT. TEKNOLOGI MUDAH TERHUBUNG)

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ABSTRACT

In the rapidly evolving business landscape, Indonesia has emerged as the sixth-largest country in terms of start-up growth. This surge in new enterprises necessitates that companies develop effective and efficient marketing and promotional strategies to remain competitive. Personal selling remains a crucial promotional tool, as demonstrated by PT. Teknologi Mudah Terhubung, which utilizes this method to market its products. This study aims to explore the stages of personal selling, the messaging strategies involved, the challenges faced during the process, and the rationale behind adopting the "Less Paper More Proper" concept in their promotional activities. Employing a qualitative research method with a case study approach and rooted in a constructivist paradigm, the research was conducted at PT. Teknologi Mudah Terhubung. The findings are anticipated to result in a refined personal selling model for the company, enhancing its consumer outreach. The study identifies the key stages of personal selling at PT. Teknologi Mudah Terhubung, which include prospecting, presentation and sales, handling objections, closing, and aftersales. The messaging strategies involve market research, message content, channels, and sources. Challenges include regulatory issues with potential corporate clients, public understanding of technology, and the certainty of agreements with prospective customers. The "Less Paper More Proper" concept is employed to emphasize environmental concerns and promote the sales of Leafcard products. This study contributes to a deeper understanding of effective personal selling strategies in the contemporary business environment.

KEYWORDS *personal selling, marketing communications, startup*



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INTRODUCTION

At this time, the development of the business world has experienced great growth both in business ventures that sell products and services with the emergence of various startup business companies, especially in Indonesia. Based on data from the Startup Ranking, as of May 10, 2023, there are 2,492 startups in Indonesia, this

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number makes Indonesia the sixth largest country in the number of startup companies in the world. Startup companies are startups that have not been operating for a long time, in general, startups are synonymous with companies that are based on technology and digitalization. In the current era of digital economic development, a company must be able to manage and determine a good strategy to be able to face market competition. Therefore, it is important to carry out effective and efficient communication in managing and marketing products.

In marketing activities, marketing communication not only plays a role in building awareness of the product and the company's image but also in marketing the product, so that marketing communication is an effort of the company to achieve its goals by establishing the right marketing communication strategy. With marketing communication, companies can increase consumer awareness of their products, so that consumers become more familiar with the products offered by the company (Madengke et al., 2017). Effective and efficient communication can have an impact on the marketing activities carried out by the company. With good planning and management of marketing communications, a company can have a positive impact on the sales of its products.

According to Blakeman (2023), integrated marketing communication is the process of developing and implementing various forms of persuasive communication activities to potential consumers and potential consumers in a sustainable manner (Srisusilawati, 2017). Furthermore, integrated marketing communication is used in various forms of communication that are tailored to the target market. Describes eight forms of integrated marketing communication that are commonly referred to as promotion mixes including advertising, sales promotion, direct marketing, event sponsorship, interactive marketing, publicity, public relations, and personal selling. Therefore, through integrated marketing communication, integrated marketing communication can provide benefits for companies in the long term by providing or disseminating product-related messages to consumers through an integrated and consistent promotion mix.

In the implementation of marketing activities, there is a marketing approach that can be carried out by companies in carrying out promotions, namely through integrated marketing communication. Based on the purpose of promotion, according to Tjiptono (2018), informing, persuading, influencing, and reminding customers related to the company and its marketing mix is the purpose of promotion (In Radji & Kasim, 2020). Thus, promotional activities are an important aspect in marketing, as well as the role of communication in marketing. Promotion is a part of marketing communication, while marketing communication is one of the activities within the scope of marketing.

Business companies in an effort to carry out marketing activities use various elements of the promotion mix, and one of them is personal selling. Through personal selling, it can be one of the forms and efforts of marketing communication that can be carried out by companies through personal selling, direct interaction with consumers by providing information related to products and persuading consumers and making it possible to get feedback directly from consumers.

Kotler and Keller mentioned that personal selling is a marketing strategy that involves presentations made by salespeople or salespeople and aims to improve and

support sales success and also to build strong relationships with customers (Wahyuni et al., 2025). Therefore, one of the most effective promotional approaches is personal selling, because through personal selling a salesperson can observe and adjust the needs and characteristics of consumers directly and more closely, allowing the emergence of a relationship or closeness between salespeople and consumers and making consumers feel obliged to listen to sales presentations delivered by salespeople. Furthermore, Kotler and Keller (In Bimantara, 2017) view that personal sales are often considered as one of the most successful promotional methods, especially in encouraging buyer action, creating trust, and forming preferences.

In startup companies that have information and digital technology-based characteristics, so in general, promotional activities are carried out through the use of technology and digital platforms, such as by utilizing social media and *online marketplaces*. In addition, there are various forms of promotion that can be used by startup companies to achieve their goals and encourage sales. Although startup companies are synonymous with information technology and digital, it is possible that in their promotional activities there are several startup companies that use conventional forms of promotion or promotions that are carried out directly, one of which is using the form of personal selling promotion in their promotional activities, this is because there are several types of products that must be presented directly by the company to its target consumers so that it will make it easier in providing understanding to consumers and as an effort to encourage sales.

PT. Easy Connected Technology is a start-up company that focuses on Tappp products or smart business cards with RFID/NFC technology that has been established since August 17, 2021, the presence of Tappp as a smart business card is one of the efforts to reduce the use of paper to preserve nature, because with just one card Tappp can be used by users forever, on Tappp smart business cards users can enter and personalize various identity data in one business cards such as phone numbers, emails, social media, documents, etc., in addition to being equipped with NFC technology is one of the advantages that Tappp has. Although it is considered a new stratup company, until now PT. Easy to Connect Technology or Tappp can compete with similar companies, one of the proofs of Tappp's success in facing market competition is that there are various companies, organizations and individuals that use Tappp products including PT. TKG Taekwang Indonesia, Lippo Group, BJB, BRI, BNI, Universitas Pendidikan Indonesia, Universitas Airlangga, in addition to that there are also individual consumers who make purchases of Tappp business card products. At this time, PT. Mudah Connected Technology has 17 employees which are divided into operations, technology, product and sales, creative and marketing divisions. In general, in startup companies, employees are required to perform tasks in a multitasking manner so that startup companies have fewer employees compared to conventional companies.

In the division of functions and duties, the marketing and creative division is in charge of managing marketing concepts and online marketplaces, while the product and sales division is tasked with managing products and marketing directly, namely through personal selling. In its product marketing activities, PT. Easy Connected Technology conducts and implements various promotional activities in

supporting product sales, such as using forms of advertising promotion, sponsorship, publicity, and personal selling.

Tapp sales from January to May 2023 experienced unstable sales figures, in its marketing activities PT. Mudah Connected Technology has used various forms of promotion such as advertising, sponsorship, and through social media, but from the sales data the sales results are still less than the sales target that has been planned by the company so that the company focuses on personal selling promotions to encourage sales, in addition to that because of the digital business card products sold by PT. Easy to Connect Technology which requires product demonstrations and presentations directly to potential consumers, personal selling promotion has the advantage of being a form of promotion that is carried out directly by sellers to potential consumers so that it will be possible to get feedback directly from potential consumers.

PT. Easy Connected Technology is a company that is categorized as a startup company or start-up company, because in its business activities PT. Easy Connected Technology utilizes information technology and digital platforms to connect companies with their target markets, in addition to prioritizing innovation which is one of the characteristics of startup companies, with the existence of digital business cards is an innovation carried out by PT. Technology Easy Connect as a startup company.

PT. Easy to Connect Technology or Tapp in Indonesia is not the only digital business card startup company but there are several similar startup companies that focus on digital business cards including GOTAP, QUBIC.ID, and TAP Alien. All of these companies are similar companies in Indonesia that sell digital business cards which indirectly becomes a digitalization innovation in an effort to reduce the use of paper business cards, but each company has its own uniqueness, namely in terms of products and marketing. Based on the quote on the official website QUBIC.ID focuses on digitizing the use of conventional business cards into digital business cards so that the quality of the products it has is one of the advantages, TAP Alien focuses on a wider market segmentation quoted from the official website that Tap Alien digital business cards are suitable for company officials, business owners, professionals, politicians, doctors, teachers, public figures, and influencers, then GOTAP strives to be a pioneer to become an environmentally friendly digital business card by maintaining the quality of NFC cards in the form of metal and bamboo or wood, while at PT. Easy to Connect Technology (Tapp) with the advantages of Less Paper, More Paper through digital business cards that provide solutions to reduce the use of paper for nature conservation, so that PT. Easy Connected Technology focuses on environmental conservation not only in product aspects but also in marketing aspects, especially in personal selling promotions through the Less Paper More Proper campaign, this is one of the advantages and uniqueness of PT. Easy to Connect Technology from similar startup companies that sell smart business cards, especially in Indonesia.

As a startup company, PT. Easy Technology is Connected to the use of technology and digital platforms, but in its promotional activities, PT. Easy Connected Technology uses personal selling promotions in an effort to increase product sales and promote products directly to intended consumers. In addition, in

its promotional activities, PT. Easy Connected Technology creates a concept of "Less Paper More Proper", which is a concept applied to its promotional activities, namely about concern for environmental issues to reduce the use of paper, namely by using one digital business card can save one tree.

One example of personal selling promotion activities that have been carried out by PT. Easy to Connect Technology with the concept of Less Paper More Proper, namely through personal selling promotions in the Indonesia Net-Zero Summit 2023 event which raised issues related to environmental concern which was held on June 24, 2023 in Jakarta. Other personal activities that have been carried out by PT. Easy to Connect Technology is through field selling by visiting the company directly such as holding a meeting with the University of Subang to promote Tappp products, other activities carried out are by collaborating with Protect the Forest as an effort to be concerned about environmental issues at this time by planting sea sash trees on Karangmalang Kendal Beach, East Java and in order to reduce the use of paper through products digital business cards.

As a startup company that is generally understood as a company based on information and digital technology, so that the context of technology and digital is a characteristic for startup companies, apart from the aspects of products and services based on technology with the use of digital platforms in their marketing, while PT. Easy Connected Technology, which is a startup company, uses personal selling promotions to encourage sales because of Tappp's digital business card product which streamlines direct sales presentations to be able to provide understanding to consumers. This is a problem and has a uniqueness, namely PT. Easy Connect Technology is a startup company that is technology-based and digital, but uses personal selling promotion as the main promotional tool in addition to other forms of promotion. In addition, it is also through the concept of Less Paper More Proper in its promotion related to environmental concerns.

Based on the explanation above, the researcher felt interested in carrying out this research entitled "Personal Selling in an Effort to Reach Consumers (Case Study on PT. Easy-to-Connect Technology)".

RESEARCH METHOD

A research method is an approach or procedure used by a researcher in connecting himself or herself with the object of his or her research through a series of organized and systematic steps. Research methods are scientific approaches used to collect valid data with the aim of discovering, developing, and testing specific knowledge. This aims to understand, solve, and predict problems with a systematic and proven approach (Sugiyono, 2019).

In this study, a qualitative research method was used. In qualitative research methods, researchers play a central role as the main instrument for collecting and analyzing data. Researchers function as a central tool to collect data to be analyzed, therefore, a researcher needs to have a deep understanding of relevant theories and insights in order to analyze and interpret the research object more deeply. The purpose of qualitative research is to explain a phenomenon in depth and data collection is carried out in depth. In addition, it is also to show the importance of the depth and detail of a data from the object being studied. To get good research

quality, qualitative research is seen from the depth, accuracy and exploration of the data obtained.

RESULT AND DISCUSSION

The personal selling stage carried out at PT. Easily Connected Technology in an effort to reach consumers

At this time, the development of the business world is experiencing good growth, one of which is the presence of startup companies engaged in the business of goods and services, so that the market competition is fierce in reaching consumers. Various efforts are made in marketing activities through various forms of promotion that can be used by startup companies. In addition, marketing is not spared from marketing communication in supporting marketing success. Referring to the opinion of Kotler & Keller (2016a) Marketing communication is a tool applied by companies to convey, persuade, remind, and explain to consumers why the product is useful and should be used. Basically, startup companies are business companies that are synonymous with technology, so that their marketing activities are not spared from the use of technology.

PT. Mudah Connected Technology is a startup company engaged in the digital business card business. In an effort to reach its consumers, there are various promotional efforts carried out. Although a startup company that is synonymous with technology, PT. Easy Connect Technology uses a form of personal selling promotion in its promotional activities. According to Kotler & Keller (2012a), personal selling is a process in which salespeople, or salespeople, from a company make a direct presentation to potential consumers with the aim of increasing sales and managing good relationships with customers. Based on this opinion, personal selling does not involve technology in its implementation, but personal selling is carried out directly or face-to-face between salespeople and potential consumers.

In its implementation, personal selling does not only happen like that, but there are steps or stages in personal selling. There are stages of personal selling carried out by PT. Easily Connected Technology in an effort to reach consumers. *First*, the Sales and Product team held a meeting first to select potential consumers, at the time of selecting prospective consumers there were criteria for prospective consumers at PT. Easy to Connect Technology The criteria include companies or people who need business cards in carrying out their activities, so that by determining potential consumers based on the criteria that have been set in the implementation of personal selling, they can achieve the right target targets. Efforts or methods carried out by salespeople in choosing and looking for potential consumers at PT. Easy to Connect Technology is to search through the LinkedIn platform, the company's website, and information from existing consumers. Referring to the opinion of Kotler & Keller (2016a) that one of the tasks of a salesperson in conducting personal selling is to select potential customers, choose targets, and collect information. Furthermore, he said that salespeople at PT. Easy Connected Technology has priority in choosing potential consumers that can be classified as follows, namely companies, offices, the education sector then continued with retail consumers, by classifying priorities in determining these potential consumers aiming to be able to allocate time, costs, and salespeople in

doing personal selling, in addition to individual consumers in general making purchases through the Tapp marketplate directly, so that salespeople at PT. Easy Connected Technology does not focus too much on personal selling on individual potential consumers but on potential consumers who have the opportunity to purchase products on a large scale such as prospective corporate consumers. Through the first stage of personal selling at PT. This Easily Connected Technology is the first step in personal selling to be able to choose and determine potential consumers as one of the preparations for salespeople before making presentations and sales to potential consumers.

The second *stage* is to make presentations and sales. At this stage, it includes a series of preparatory activities to the implementation of presentations and sales carried out by salespeople at PT. Technology is Easy to Connect in doing personal selling. refers to the opinion of Kotler & Keller (2012b) that at the presentation stage, salespeople explain to potential consumers related to the background of the product, the company through sales presentations. At the presentation and sales stage at PT. The first activity carried out is to hold a briefing of the sales and product team to prepare for presentations and sales by determining or assigning salespeople who will make presentations and sales to potential consumers, the sales and product team will assign two salespeople who will make presentations and sales in addition to the two salespeople having their own duties, The first salesperson will be in charge of making presentations and sales to potential consumers while the second salesperson has the task of assisting in the sales presentation process. When determining the salesperson who will be in charge that there are criteria that must be met by the salesperson in making presentations and sales, namely the assigned salesperson has more knowledge related to the background of the intended prospective consumer, this aims to create a sense of similarity and closeness between the prospective consumer and the salesperson, so that in determining the salesperson who serves at PT. Easy Connect Technology will be adjusted first to prospective consumers who have been determined. Referring to the opinion of Hovland (2022), it is argued that we will usually be more trusting and tend to accept well the messages conveyed by people who have credibility in their field (in Sutera et al., 2020). Referring to this opinion, a communicator or in this case, a salesperson who has the credibility of the communicator source tends to give trust related to the communication message conveyed by the salesperson in personal selling. The next step taken in preparing presentations and sales is to prepare the instruments or tools needed in making presentations by preparing power points, product displays and brochures to assist salespeople in the presentation and sales process to potential consumers.

When making presentations and sales, a salesperson needs to have knowledge and skills in doing marketing. Referring to the opinion of Kotler & Keller (2016b) that a salesperson must be able to communicate with his market, namely by providing information related to products and companies and persuading potential consumers to be interested and make a purchase. The sales and product division at PT Teknologi Mudah Teconnect in preparing knowledge and skills by providing training to salespeople in the office in improving marketing skills, in addition to sending salespeople to participate in sales marketing and public speaking training

seminars. Referring to the opinion of Octavianita & Darmawan (2021) that there are principles that must be understood by a salesperson, namely professionalism, a form of effort to improve sales professionalism by participating in training or seminars on personal selling.

The next step in the presentation and sales stage is that through the briefing that is carried out, it also determines the stages of presentation and sales that must be carried out by salespeople at PT. Easy Connected Technology, namely first, the salesperson opens the presentation by delivering greetings to potential consumers in this initial step, the salesperson will also explain about business cards and brochures in general, then the salesperson will explain related to Tapp digital business card products and other products to potential consumers at this stage also the salesperson will explain the function, benefits, form, As well as the advantages of the product compared to other products and also providing testimonials, the next stage is to close with a question and answer session and negotiation to build a purchase agreement at the closing also the salesperson offers bonuses and discounts to potential consumers This aims to persuade potential consumers to make a purchase and ends with a closing greeting. Referring to the opinion of Kotler & Keller (2009:272) that salespeople in making presentations and sales will explain related to the products offered through the FABV approach, namely features, advantages, benefits, and *values*.

The third stage of personal selling is overcoming doubts, in general when salespeople make presentations to potential consumers often face rejection or objections from consumers, so a salesperson must be able to overcome this with a positive approach. In the next stage in personal selling at PT. Easy to Connect Technology after making presentations and sales to potential consumers, which is the stage of overcoming doubts from potential consumers. At the time when there were doubts and responses from prospective salespeople at PT. Easily Connected Technology sees these doubts through gestures from potential consumers and direct rejection. Referring to the opinion of Wahyuni et al., (2025) that consumer responses can be observed directly in personal selling, these responses can be observed directly even if potential consumers do not provide verbal answers to questions but through nonverbal forms are also a response given by consumers. Salesperson of PT. Easy to Connect Technology at the time of briefing the sales and product team provides techniques and steps that must be taken by salespeople in overcoming doubts from potential consumers, the efforts made in overcoming these doubts are by searching for information, problems related to objections owned by potential consumers and communicating persuasively but in the context of not forcing potential consumers so that consumers do not feel bothered by statements Salespeople in overcoming the doubts of potential consumers, in addition to that there are also other efforts made in overcoming these doubts by convincing consumers by explaining the advantages of the product and building consumer opinions so as to build trust from potential consumers in the salesperson and the products offered, the experience of the salesperson is also one of the aspects of the skills and knowledge of the salesperson in overcoming doubts from potential consumers. Based on doubts and problems of prospective salespeople at PT. Easy Connected Technology is sought to be able to solve and face the problems of these

potential consumers, especially solved with Tapp products, so that from these doubts it can be an opportunity for salespeople to encourage sales. At this stage, the salesperson will persuade potential consumers by overcoming these doubts into a purchase agreement. Referring to the opinion of Tjiptono (2011) that marketing communication aims to convey information, influence or convince, and remind the target audience or company about its products to encourage acceptance, purchase, and loyalty to the products offered by the company (In Radji & Kasim (2020).

The fourth stage of personal selling is the closing stage. At this stage, it is a phase in determining a purchase agreement with potential consumers, so that the salesperson will make an agreement with the prospective consumer or there is a negotiation process. Referring to the opinion of Wahyudii & Rumby T (2013) that negotiation is one of the important aspects of personal selling. In negotiations between the two parties, namely the seller and the buyer make an agreement on price, quantity and other conditions. Salespeople at PT. Easy to Connect Technology at this stage has a predetermined procedure or regulation, namely the salesperson will ask how many products will be purchased by potential consumers, price agreements, besides that at this stage the salesperson also offers bonuses and discounts to be able to increase the interest of potential consumers to make more purchases. Salespeople will also provide services by helping to write orders on the dashboard, packing products to delivering products to consumers, salespeople will ensure that products reach consumers in accordance with the agreed orders. Referring to the opinion of Kotler & Keller (2009:262) that providing services to consumers is one of the duties of a salesperson in conducting personal selling marketing, namely by providing services to consumers, these services can be in the form of providing consultation related to problems, offering technical support, facilitating the payment process, and coordinating shipments.

The *fifth stage* in personal selling at PT. Easy-to-Connect Technology is the aftersales stage. At the aftersales stage, it is necessary to ensure satisfaction from consumers so that salespeople must develop and maintain relationships with consumers. At PT. Easy to Connect Technology in the aftersales stage is by contacting relevant consumers if there are problems in using Tapp products, then asking for feedback from consumers regarding criticism and suggestions that can be conveyed. Furthermore, in maintaining the relationship of salespeople at PT. Easy Connected Technology regularly contacts consumers within a certain period of time that has been determined by the *Sales and Product* team, namely within a period of three days, one week, to several months after the purchase of the product to ensure consumer satisfaction and obstacles owned by consumers. Easy Connected Technology in personal selling activities carried out to maintain good relationships with consumers.

Referring to the principle of a salesperson in personal selling, according to Octavianita & Darmawan (2021), in personal selling there is relationship marketing, which is an effort made by a salesperson to build, maintain, and improve relationships with consumers with the aim of meeting satisfaction and achieving business goals. In the findings in personal selling at PT. Easy Connected Technology at the aftersales stage salespeople follow up with consumers by contacting consumers regularly to ensure consumer satisfaction and help consumers

in dealing with obstacles related to product use, a series of efforts are made to be able to build and maintain relationships with consumers so that consumer trust and satisfaction can be created.

Based on the stages of personal selling carried out by PT. Easy to Connect Technology, that through a series of stages in personal selling is a step in doing personal selling as an effort to reach consumers. A marketing approach needs to be taken to encourage sales and maintain relationships with consumers. Based on the stages of personal selling proposed by Kotler & Keller (2009:272). That PT. Easy Connected Technology in conducting personal selling carries out six stages of personal selling, namely the stage of selecting prospects and qualifying them, pre-approach, presentation and demonstration, overcoming objections, closing, follow-up and maintaining relationships with consumers, while in this study it was found that in personal selling conducted by PT. Easy Connected Technology has five stages of personal selling, namely the stage of selecting potential consumers, the stage of presentation and sales, the stage of overcoming diversity, the closing stage, and the aftersales stage.

Personal selling message of PT. Easily Connected Technology in an effort to reach consumers

In promotional activities, it is inseparable from the interaction between sellers and buyers in which there is a message that is equalized, so the message must be designed as best as possible, although there are usually obstacles in interpreting a message, especially when in the process of marketing communication that occurs between cultures. Efforts in designing messages to be understood and reduce barriers in communication. Kotler & Keller (2012:632) mentioned that there are four elements that need to be considered in designing a message, namely the context in which it is conveyed (the content of the message), the arrangement of the message that is arranged logically (the structure of the message), the way the message is conveyed symbolically (the format of the message), and the person or individual who is the source of the message.

In the company PT. Easy Connected Technology in an effort to reach consumers through personal selling promotions there is a message in the interaction carried out by salespeople with potential consumers. The following is a message on personal selling at PT. Easy-to-Connect Technology is *first*, conducting market research. In the initial step taken by PT. Easy Connected Technology in designing a personal selling message is by conducting market research first which aims to be able to find out how market conditions, target markets, market needs, and trends that are currently crowded in the community which is also used by PT. Easy to Connect Technology as market research data, in addition to evaluation reports from sales is also one of the data in marketing research conducted to stimulate personal selling messages. Furthermore, a coordination meeting was held between the Marketing, Creative and Sales divisions. One of the discussions in the meeting was related to designing messages that would be used in marketing, so that salespeople when doing personal selling marketing already had preparations related to what information would be conveyed to potential consumers. Referring to the opinion of Malhotra (2004), marketing research is the identification, collection, analysis and

dissemination of information in a systematic and objective manner with the aim of assisting management in decision-making related to the identification and solving of problems and opportunities in the field of marketing (Iqbal et al., 2022).

The involvement of salespeople in conducting marketing research aims to be able to know and understand market conditions so that conducting market research becomes a reference in conducting personal selling marketing. Referring to the opinion of Kotler & Keller (2009:262) that a salesperson has the duty to be able to collect information or conduct market research that aims to better understand the market and competition and to prepare themselves to carry out sales tasks more effectively. In line with this opinion that in personal selling at PT. Easy to Connect Technology Salespeople conduct information searches or market research to be able to find out market needs and conditions, so that based on the information they have, they can determine the right and effective strategy in approaching potential consumers.

The *second step* in a personal selling message is the stage of designing the content of the message. In designing the content of the message related to the content of the message that will be conveyed in doing personal selling, so that it has attraction and stimulates consumers related to the message conveyed. The message conveyed to potential consumers already has standards or rules that have been determined by the *Sales and Product team* based on market research and the results of the coordination meeting with the *Marketing Creative team* that the content of the personal selling message at PT. Easy Connected Technology further explains the advantages, benefits, and functions of the product that can be obtained by consumers and also provides an understanding of environmental awareness efforts from Tappp products through the Leaf Card product, namely by purchasing one Tappp Leaf Card product, consumers participate in planting one Sea Cypress tree.

When designing the content of the message, it is necessary to determine the content of the message that is interesting and can be an attraction for consumers to make a purchase. Referring to the opinion of Kotler & Keller (2012:632) that in the content of a message there is an attraction that can be applied to a message, including rational appeal, emotional appeal, and moral appeal. In the content of the personal selling message contained in PT. Easy to Connect Technology that messages have a rational appeal, namely related to the value, benefits, and functions of the product so that consumers gain knowledge related to the product. In addition, in the content of PT. Easy Connected Technology has a moral appeal, namely by referring to the content of messages related to environmental awareness issues that are currently applied to the marketing of PT. Easy to Connect Technology, especially in personal selling marketing.

The third *stage* is to determine the message channel. In delivering marketing messages to potential consumers, it is necessary to determine the communication channel or medium to be used so that the message can be received appropriately to the intended potential consumers, the message channel can be adjusted to the approach or method of delivering the message used. Rogers (1983), stated that communication channels are tools or media that can be used by individuals or groups and organizations that communicate to convey their *messages* (in (Fatimah

& Cangara, 2016). Referring to this opinion, communication channels are a tool to convey messages that will be communicated to communicators.

Personal selling is a form of promotion that is carried out directly or face-to-face between salespeople and potential consumers, so that the message channel used is a message channel or interpersonal media. In the research of Sufa et al. (2017), it is explained that interpersonal channels are channels that allow the parties communicating to communicate directly. On the personal selling message channel found at PT. Easy Connect Technology uses messaging channels that are done directly with potential consumers and via email. The use of direct message communication channels is used by PT. Easy Connected Technology in conducting personal selling marketing by conducting meetings with prospective consumers who have been targeted, namely by making presentations and sales directly to potential consumers, besides that salespeople also use product explanations or powerpoints, product examples and brochures in an effort to bring out the attractiveness of potential consumers to the products offered at the time of presentation. Other messaging channels used by salespeople at PT. Easy Connected Technology uses email media as a channel used to conduct personal selling to potential consumers who are outside the city and is also accompanied by the use of digital brochures, so that the use of email media as a messaging channel is also used to allocate time and costs to do personal selling marketing.

The fourth *stage* is to determine the source of the message. The selection of the source of the message in delivering the message in conducting personal selling to attract the attention of potential consumers, so that the credibility of the source is an important aspect of a message. Referring to the opinion of Effendy (2000) that in the form of a communication process, a communicator will be successful if he succeeds in showing *a Source of Credibility*, meaning that it is a source of trust for communicators to communicators determined by the communicator's expertise in his field of work and whether or not he can be trusted (in Wambrauw et al., 2019).

In the source of the message in personal selling carried out by PT. Easy Connect Technology when communicating with potential customers, namely assigning salespeople who have an understanding of expertise related to the intended prospective customer, so that it can build understanding and closeness between salespeople and potential customers, this is also implemented when salespeople will have a meeting with potential consumers from the company. In addition, the source of the message chosen in conveying the message to personal selling, that the salesperson at PT. Easy Connected Technology has presentation skills and techniques that have been prepared by the company, namely by participating in personal selling training in the office and participating in marketing seminars or public speaking. The selection of message sources in this personal selling promotion is needed to be able to create effective communication and build trust from potential consumers.

Overcoming obstacles in personal selling at PT. Easily Connected Technology in an effort to reach consumers

In the implementation of personal selling activities, it is inseparable from the existence of obstacles, so it is necessary to make efforts to be able to overcome

these obstacles so that the implementation of personal selling can run effectively and efficiently. Salespeople at PT. Easy Connected Technology in personal selling makes efforts to overcome the obstacles that occur, here are the obstacles and efforts made in overcoming obstacles to personal selling at PT. Technology is Easy to Connect.

The first *obstacle* is the obstacle of procedures or regulations when conducting personal selling to several companies that do have complicated procedures, these obstacles have an impact on the allocation of time, cost, and energy in conducting personal selling marketing carried out by salespeople at PT. Easy to Connect Technology, as for the efforts made to overcome these obstacles by conducting follow-up or continuous communication with the intended company, but this is not done continuously or by conducting persuasive communication, but there are certain limitations. Referring to the opinion of Rabbani et al. (2022:117) that in conducting personal selling, the approach can be more persuasive. In general, direct or face-to-face communication will have a better impact than indirect communication such as over the phone.

The second *obstacle* is the lack of understanding of the community in the region about technology, as for the efforts made by salespeople at PT. Easy Technology to Connect in overcoming these obstacles is to provide understanding to potential consumers regarding technology and products offered to potential consumers so that potential consumers can gain knowledge about technology, especially digital business cards, in addition to attracting the interest of potential consumers to make purchases.

The third *obstacle* is that consumers do not provide certainty after the creation of a purchase agreement, while the efforts made by salespeople in overcoming these obstacles are by contacting consumers within a certain period of time to get certainty regarding the purchase agreement that has been agreed.

By overcoming obstacles carried out by salespeople at PT. The Easy Connected Technology in conducting personal selling is expected to be able to make an effort made in maximizing personal selling to reach consumers. Referring to the opinion of Kotler & Keller (2009:262) that a salesperson must be able to allocate and select customers to receive limited products during times of scarcity, it is a strategic action in inventory and sales management, it aims to manage product scarcity in the most profitable way for the company while considering the relationship with the customer. So based on this opinion, the obstacles in personal selling at PT. Easily Connected Technology can have an impact on the cost, time, and manpower of entrepreneurs in personal selling, so salespeople need to allocate these aspects in determining consumers who have purchase opportunities.

The reason for using the concept of Less Paper More Proper in personal selling at PT. Technology is Easy to Connect

One of the efforts made by PT. Easy Connected Technology in reaching consumers through personal selling, namely by using the concept of Less Paper More Proper, which is a marketing concept at PT, Easy Connected Technology which is based on a form of the company's efforts in responding to environmental issues, more specifically as an effort to reduce the use of paper as well as help curate

waste or paper waste, since the establishment of PT. Easy to Connect Technology since 2021, that has helped reduce paper waste by up to 8 tons to date. Although PT. Easy Connected Technology is a technology-based startup company but strives to participate in repairing and preventing environmental damage and providing consumers with an understanding of environmental concerns.

The concept of Less Paper More Proper in personal selling at PT. Easy Connected Technology that at this time is collaborating with Protect Forest, which is an NGO (*NonGovernmental Organization*), that is, the company does not prioritize profits in the environmental sector. By providing understanding to consumers through Less Paper More Proper, namely by buying one Tapp Leaf Card product, consumers are the same as consumers planting one Sea Fir tree in Karang Malang Kendal Regency, East Java.

Based on the concept of Less Paper More Proper used by PT. Easy Connected Technology in personal selling which is carried out as an effort to reach consumers by providing socialization with potential consumers related to environmental concerns, especially related to the existence of forests where currently there are still many people who use paper business cards, so that trees are needed for paper making, therefore PT. Easy Connected Technology through efforts made by personal selling to potential consumers by providing an understanding of environmental concerns and the existence of digital business card products to reduce paper waste through the Leaf Card product launched by PT. Technology is Easy to Connect.

This study focuses on personal selling conducted by PT. Easily Connected Technology in an effort to reach consumers. Definition of personal selling according to Tjiptono (2000) A form of communication that occurs directly through face-to-face between salespeople and potential consumers, with the aim of providing information about the product and creating understanding so that consumers are interested in buying the product is personal selling. In this study, the theory of Coordinated Meaning Management was used for personal selling analysis conducted by PT. Easily Connected Technology in an effort to reach consumers. The Theory of Coordinated Meaning Management states that people in interaction construct their own social reality and are simultaneously shaped by the world they create (Pearce and Cronen, 1980). Furthermore, in the theory of coordinated meaning management, there is an assumption underlying this theory put forward by Pearce and Cronen (1980), namely that humans live in communication, humans create social realities with each other, and the exchange of information depends on personal meaning and interpersonal meaning (in (West & Turner, 2017).

Based on the results of the researcher's analysis related to the theory of Coordinated Meaning Management with personal selling at PT. Easy to Connect Technology through the Less Paper More Proper concept in an effort to reach consumers. A form of personal selling marketing communication which is a promotion that involves two-way communication between salespeople and potential consumers to introduce and develop product quality by providing understanding and persuading consumers to appreciate the shape, benefits, and advantages of the product, providing price coupons, and providing product samples to potential consumers. Through personal selling promotions carried out by PT.

Easy Technology is Connected to the concept of Less Paper More Proper in an effort to reach consumers based on the stages of personal selling that are passed so that the personal selling process can run effectively. Although PT. Easy Connected Technology is a startup company that is synonymous with the use of technology, but personal selling promotion is one of the company's focuses in promoting to potential consumers.

In this study, the theory of Coordinated Meaning Management emphasizes that in personal selling carried out by salespeople of PT. Easy to Connect Technology There is an interpersonal interaction between salespeople and consumers which is influenced by their respective cultural factors and allows for differences in the interpretation of messages in personal selling, so that the meaning needs to be managed and coordinated in understanding the meaning of personal selling messages. Salespeople at PT. Easy to Connect Technology At the personal selling stage, there is preparation before interacting with the intended potential consumer so that at the personal selling stage, the salesperson is looking for information about potential consumers to be able to adjust the personal selling message. So that during the process of interaction between salespeople and potential consumers, the meaning can be coordinated so that potential consumers can understand the meaning conveyed by salespeople in personal selling.

According to Pearce and Cronen (1980), there are six levels of meaning management hierarchy to help in understanding how meaning is coordinated and managed, namely content, speech acts, episodes, relationships, life scenarios, and cultural patterns.

At the content level, it is to convert raw data into meaning with the meaning that the content of the message in personal selling at PT. Easy to Connect Technology to potential consumers regarding the use of digital business cards, Tapp products and environmental concerns, then these messages can be interpreted by potential consumers, although in the process of interpreting a message each potential consumer may have differences in the interpretation of the personal selling message.

Furthermore, at the level of speech acts, it is a form of action that is carried out by speaking such as questioning, praising and threatening. The act of speech communicates the speaker's intention and shows how certain communication should be used. The application of speech in personal selling at PT. Easy to Connect Technology is a communication process between salespeople and potential consumers that salespeople provide statements to potential consumers related to personal selling messages of PT. Easy-to-Connect Technology and questions about the needs of potential consumers during the personal selling process. through the level of speech actions on personal selling at PT. This Easy to Connect Technology is one of the processes in building the same meaning related to the content conveyed.

At the episode level, in interpreting speech acts, Pearce and Cornen (1980) discuss episodes or communication routines that have a defined beginning, middle, and ending, in the sense that episodes explain the context in which people act, in addition to Pearce arguing that the sequence of speech action episodes that are connected together like a story, cultural patterns also underlie these episodes. In

personal selling of PT. Easy to Connect Technology in interpreting speech actions through the episode level that digital business cards are the latest innovation from conventional business cards, so that it can be analyzed that in episodes based on the cultural patterns of potential consumers by interpreting the use of business cards as an identity card that requires repeated printing and spending more budget, However, salespeople at the level of this episode emphasize the use of digital business cards.

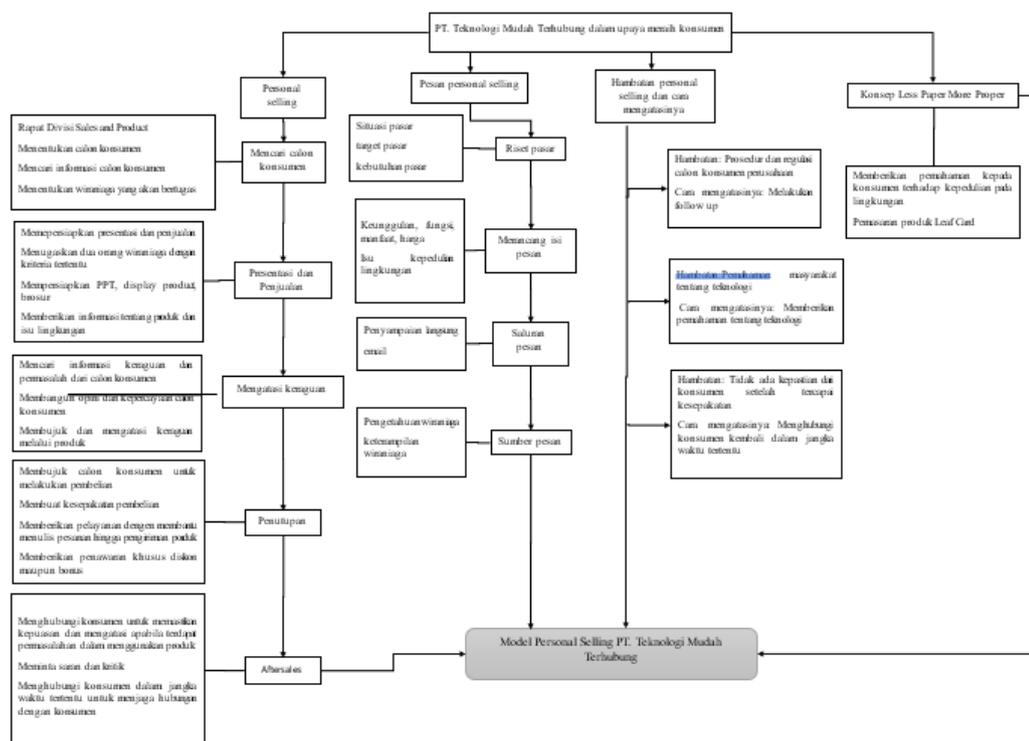
The next level of meaning management hierarchy is the relationship level that when two people realize their potential and limitations as relational partners, at this relationship level they show the boundaries of the relationship within the parameters set for attitudes and behaviors. On this relationship label on personal selling at PT. Easy Connected Technology that the relationship between salespeople and potential consumers is one of the important aspects in encouraging sales through personal selling, so that building and maintaining relationships with potential consumers can have a positive impact on the company. In the personal selling process of PT. Easy to Connect Technology Salespeople must be able to build relationships with potential consumers so that it will create trust in salespeople, efforts to build these relationships are by assigning salespeople who understand the background and have the credibility of the target potential consumers so that the creation of trust from the relationships formed will facilitate the process of managing meaning.

At the next level, the life scenario, is a collection of past or present episodes that create a system of meaning that can be managed by others. In personal selling carried out by salespeople of PT. Easy to Connect technology is inseparable from the life scenarios or life scripts that each has done so that it can have an impact on managing the meaning of the content of messages in personal selling. personal selling promotion carried out by PT. Easy to Connect Technology as an effort to reach consumers with digital business card products. Until now, many people still use conventional business cards, while the presence of digital business cards has become one of the new things in society. The use of digital business cards is one of the innovations in the use of business cards and as an effort to reduce the use of paper from conventional business cards. Based on these episodes regarding the use of business cards as a life scenario at the level of the hierarchy of meaning, so that this has an impact on the management of meaning in personal selling carried out by PT. Technology is Easy to Connect.

Furthermore, at the level of meaning management, namely cultural patterns, is a description of the broad world order and a person's relationship with that order, in other words, the relationship between the individual and the larger culture is relevant when the individual interprets the meaning. Speech acts, episodic relationships, and life scenarios can all be understood on a cultural level. At the level of cultural patterns in interspersing the meaning of personal selling carried out by PT. Easy to Connect Technology that the use of digital business cards is a new cultural pattern in society, previously people used conventional business cards in their activities. Based on the difference in cultural patterns, this is one aspect in managing the meaning of personal selling messages carried out by PT. Easy Technology Connect with potential consumers regarding the use of digital business cards and environmental concerns in reducing paper use.

Based on the reference of the hierarchy model, meaning management has a relationship between the level of hierarchy in meaning management in personal selling carried out by PT. Technology is Easily Connected, so that by referring to the hierarchy of management of meaning, it has a role in building a shared meaning between salespeople and potential consumers about the use of digital business cards and environmental awareness issues. Pearce and Cronen argue that the model of how people process information, not to build the correct sequence, is because each individual has different variations in their interactions in the past and present. Based on this opinion, each potential consumer targeted by a salesperson has a different set of levels of meaning hierarchy.

Overall, the following are the findings of this study, namely the personal selling model at PT. Easy-Connect Technology in an effort to reach consumers on the following model image:



CONCLUSION

Based on the results of the research and analysis in this study regarding the personal selling of PT. Easy Connected Technology in an effort to reach consumers through the concept of Less Paper More Proper, the following conclusions are obtained: 1. The stages of personal selling carried out by PT. Easy to Connect Technology through the stages of selecting potential consumers, the next stage is making presentations and sales to potential consumers, the stage of overcoming doubts, the closing stage, the aftersales stage. 2. Personal selling message of PT. Easy Connected Technology in an effort to reach consumers is four steps carried out in designing personal selling messages, namely market research, designing

message content, message channels and selecting message sources. 3. Obstacles to personal selling of PT. Easy Connected Technology in an effort to reach consumers, namely procedures or regulations from potential customers of the company, efforts made in overcoming these obstacles are by conducting follow-up or continuous communication, other obstacles are public understanding of technology, efforts made in overcoming these obstacles are providing understanding to potential consumers related to technology and products, and obstacles to certainty of the results of consumer agreements overcome by contact back within a certain period of time. 4. The concept of Less Paper More Proper in personal selling carried out by PT. Easy Connected Technology is to provide socialization to potential consumers about environmental concerns and to market Tappp products.

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