

## ABSTRAK

**Arini Fahriani**, 210105010197, Analisis Strategi *Personal Selling* dalam Meningkatkan Penjualan di PT. Rizki Mining Pratama Ditinjau dari Perspektif Etika Bisnis Islam. Pembimbing : Muhammad Saleh, S.Ip, S.H, M.A. dan Rohana Faridah, S.E, M.M. Skripsi, Program Studi Ekonomi Syariah, Fakultas Ekonomi & Bisnis Islam.

**Kata Kunci:** *Personal Selling*, Perdagangan Batubara, Strategi Penjualan

Industri batubara berperan penting dalam perekonomian Indonesia, sehingga perusahaan perdagangan batubara perlu strategi pemasaran yang efektif. PT. Rizki Mining Pratama mengandalkan *personal selling* sebagai strategi utama untuk meningkatkan penjualan. Melalui interaksi langsung antara tenaga penjual dan calon pembeli agar membangun kepercayaan dan mempengaruhi keputusan pembelian.

Penelitian ini bertujuan untuk menganalisis penerapan *personal selling* di PT. Rizki Mining Pratama serta dampaknya terhadap kinerja penjualan. Dengan pendekatan deskriptif kualitatif, data dikumpulkan melalui wawancara dan observasi langsung. Hasil penelitian menunjukkan bahwa perusahaan menerapkan tahapan *personal selling*, yaitu mencari dan menilai calon pelanggan (*prospecting and qualifying*), pendekatan awal (*pre-approach*), presentasi dan demonstrasi produk (*presentation and demonstration*), menangani keberatan pelanggan (*overcoming objections*), menutup transaksi (*closing*), dan tindak lanjut layanan (*follow-up service*).

Tahapan ini membantu perusahaan dalam membangun hubungan jangka panjang dengan pelanggan dan meningkatkan loyalitas pelanggan. Hasil penelitian menunjukkan bahwa strategi *personal selling* berkontribusi positif terhadap peningkatan penjualan dan sesuai dengan etika bisnis Islam, terutama dalam membangun kepercayaan dan memahami kebutuhan pelanggan. Namun, perusahaan menghadapi tantangan seperti persaingan pasar, fluktuasi harga batubara, dan kendala logistik, yang mengharuskan adanya inovasi dalam strategi pemasaran.

## ***ABSTRACT***

**Arini Fahriani**, 210105010197, *Analysis of Personal Selling Strategy in Increasing Sales at PT. Rizki Mining Pratama Reviewed from the Perspective of Islamic Business Ethics*. Supervisor : Muhammad Saleh, S.Ip, S.H, M.A. and Rohana Faridah, S.E, M.M. Thesis, Study Program Sharia Economics, Faculty of Islamic Economics & business.

**Keywords:** *Personal Selling, Coal Trading, Sales Strategy*

*The coal industry plays an important role in Indonesia's economy, requiring coal trading companies to implement effective marketing strategies. PT. Rizki Mining Pratama relies on personal selling as its main strategy to increase sales through direct interaction between sales personnel and potential buyers to build trust and influence purchasing decisions.*

*This study aims to analyze the implementation of personal selling at PT. Rizki Mining Pratama and its impact on sales performance. Using a descriptive qualitative approach, data were collected through interviews and direct observations. The findings indicate that the company applies several stages of personal selling, including prospecting and qualifying potential customers, pre-approach, product presentation and demonstration, handling customer objections, closing the sale, and follow-up service.*

*These stages help the company build long-term relationships with customers and enhance customer loyalty. The study results show that the personal selling strategy positively contributes to sales growth and in accordance with Islamic business ethics, particularly in building trust and understanding customer needs. However, the company faces challenges such as market competition, coal price fluctuations, and logistical constraints, necessitating innovation in marketing strategies.*