

ABSTRAK

Julieta Pangesti Kamaratih, 170531100051. Program Studi Ilmu Komunikasi. Pengalaman Team *Reseller* dalam Menjalankan Komunikasi Bisnis Revolution Cosmetics PT. Affor Neo Jaya Mojokerto. Dibawah bimbingan dari : Dr. Sri Wahyuningsih, S.Sos. M.Si.

Tujuan dari penelitian ini adalah untuk mengetahui pengalaman team *reseller* Revolution Cosmetics dalam menjalankan komunikasi bisnis PT. Affor Neo Jaya Mojokerto dalam memasarkan produk. Teori yang digunakan dalam penelitian ini adalah teori tindakan beralasan (*Theory of Reasoned Action*). Metode penelitian yang digunakan adalah deskriptif kualitatif. Teknik penentuan informan menggunakan teknik *purposive sampling*. Subyek penelitian ini adalah team *reseller* Revolution Cosmetics PT. Affor Neo Jaya Mojokerto yang berjumlah 5 orang dengan syarat tertentu yang sudah ditetapkan. Penelitian ini menggunakan observasi, wawancara, serta dokumentasi sebagai teknik pengumpulan datanya. Metode yang digunakan untuk menganalisis data adalah menggunakan metode reduksi data, penyajian data, penarikan dan pengujian kesimpulan. Adapun untuk menguji keabsahan data yaitu menggunakan triangulasi sumber.

Hasil penelitian menemukan pengalaman bahwa didalam bisnis Revolution Cosmetics PT. Affor Neo Jaya Mojokerto tidak ada persaingan secara negatif antar *reseller*. Bisnis Revolution Cosmetics PT. Affor Neo Jaya Mojokerto telah memberikan fasilitas modal berupa produk kepada anggota *resellernya*, dan mempunyai program *reward* berupa umroh, haji plus, *handphone*, *tour* dalam negeri dan luar negeri, logam mulia, sepeda motor, perhiasan emas dan masih banyak lagi. Beberapa *reseller* bisnis Revolution Cosmetics PT. Affor Neo Jaya Mojokerto menerapkan sistem *dropship* sebagai salah satu alternatif karena lebih minim resiko kerugian. Para *reseller* bisnis Revolution Cosmetics PT. Affor Neo Jaya Mojokerto memanfaatkan media sosial seperti instagram, facebook, TikTok dan whatsapp sebagai sarana promosi.

Kata Kunci : *Reseller*, Bisnis Revolution Cosmetics PT. Affor Neo Jaya Mojokerto, Pengalaman Komunikasi, Komunikasi Bisnis

ABSTRACT

Julieta Pangesti Kamaratih. 170531100051. Communication Science University of Trunojoyo Madura. Experience of Team *reseller* in Carrying Out Business Communication at Revolution Cosmetics PT. Affor Neo Jaya Mojokerto. Advisor: Dr. Sri Wahyuningsih, S. Sos. M.Si.

This research aims to find out the team's experience with *reseller* Revolution Cosmetics in carrying out business communications PT. Affor Neo Jaya Mojokerto in marketing products. The theory used in this research is the theory of reasoned action (*Theory of Reasoned Action*). The research method used is descriptive qualitative. The technique for determining informants uses techniques *purposive sampling*. The subject of this research is Team *Reseller* Revolution Cosmetics PT. Affor Neo Jaya Mojokerto, totaling 5 people with certain conditions as determined. This research uses observation, interviews, and documentation as data collection techniques. The method used to analyze data is using data reduction methods, data presentation, drawing and testing conclusions. Meanwhile, to test the validity of the data according to the needs of the research carried out, namely using source triangulation.

The results of the research found that the communication experience in the Revolution Cosmetics PT. Affor Neo Jaya Mojokerto has no negative competition between any other *resellers*. Several *resellers* have experienced fraud by members *reseller* their own shade. Revolution Cosmetics Business PT. Affor Neo Jaya Mojokerto has provided capital facilities in the form of products to members *resellers* and has a program *reward* in the form of Umrah, Hajj plus, *cell phone*, *tour* domestic and international, precious metals, motorbikes, gold jewelry and much more. A number of *reseller* business Revolution Cosmetics PT. Affor Neo Jaya Mojokerto implements the system *drop ship* as an alternative because there is less risk of loss. PT. Affor Neo Jaya Mojokerto utilizes social media such as Instagram, Facebook, TikTok and WhatsApp as promotional tools.

Keywords : *Reseller*, Revolution Cosmetics Business PT. Affor Neo Jaya Mojokerto, Communication Experience, Business Communication