

ABSTRAK

Sales advisor merupakan pekerjaan yang sangat dibutuhkan oleh perusahaan untuk membantu pelanggan menuju proses pembelian sehingga meningkatkan penjualan produk dengan merek sesuai dengan perusahaan seperti *smartphone*, target penjualan yang tinggi dan persaingan dengan merek lain serta adanya tekanan beban fisik dan beban mental pada *sales advisor smartphone* Realme menyebabkan tidak terpenuhinya target penjualan khususnya di Kabupaten Sumenep. Beban kerja fisik dan beban kerja mental pada *sales advisor smartphone* Realme di Kabupaten Sumenep dapat diketahui dengan metode 10 denyut nadi, dan metode NASA-TLX (*National Aeronautics and Space Administration Task Load Index*). *Sales advisor smartphone* Realme di Kabupaten Sumenep terdapat 10 orang, jenis kelamin laki-laki sebanyak 7 orang dan perempuan sebanyak 3 orang. Observasi yang dilakukan dengan menggunakan metode 10 denyut nadi yaitu 8 orang memperoleh hasil tinggi dan diperlukan perbaikan %CVL tertinggi sebesar 35,32, metode NASA-TLX diperoleh hasil sebanyak 7 orang mengalami beban kerja mental tinggi dan 3 orang sedang, skor tertinggi sebesar 69,33 kategori tinggi. Hasil identifikasi ini maka dilakukan perancangan beban kerja ideal yaitu pelatihan terkait penjualan melalui promosi dan sosial media, peningkatan tampilan display produk, pengenalan variasi produk dan monitoring produk.

Kata Kunci : *Sales Advisor*, Beban Kerja Fisik, Beban Kerja Mental, 10 Denyut Nadi, NASA-TLX.

ABSTRACT

Sales advisor is a job that is really needed by the company to help customers towards the purchasing process so that it can increase product sales figures with brands according to the company such as smartphones, high sales targets and competition with other brands as well as the pressure of physical and mental burdens experienced by Realme smartphone sales advisors causing sales targets not to be met, especially in Sumenep Regency. Physical workload and mental workload on Realme smartphone sales advisors in Sumenep Regency can be identified using the 10-pulse method for physical workload, and the NASA-TLX (National Aeronautics and Space Administration Task Load Index) method to determine the level of mental workload experienced. There are 10 Realme smartphone sales advisors in Sumenep Regency, 7 male and 3 female. Observations that have been carried out using the 10-pulse method obtained results that 8 people obtained high results and needed improvement with the highest CVL% of 35.32, the NASA-TLX method obtained results that 7 people experienced high mental workload and 3 people with moderate mental workload, the highest score of 69.33 is included in the high category. The results of this identification will then be used to design an ideal workload, namely training related to sales through promotions and social media, improving product display, introducing product variations, and product monitoring.

Keywords: *Sales Advisor, Physical Workload, Mental Workload, 10 Pulse Method, NASA-TLX.*