

## KEMAMPUAN PRESENTASI DALAM MEMASARKAN PRODUK USAHA

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### **PRESENTATION SKILLS IN MARKETING BUSINESS PRODUCT**

**Abstract.** *One aspect of supporting the advancement of the business including the ability of employers to present products or services offered, as potential consumers to feel confident to buy or use the product or service. This study aimed to analyze the preparation of the presentation, the presentation of the message presentation and supporting elements presentations to market the business. Qualitative research methods used in this study with data analysis techniques in the form of case studies. The informants were women entrepreneurs officials Indonesian Business Women Association (IWAPI), West Java. This study found the presenter presenting business products through the preparation, presentation of the message, and the presentation of the supporting elements. Preparation presentation presenter recovered had to prepare a presentation in writing or spontaneously, to make headlines. At the presentation of the message consists of an introductory presentation, content, and conclusions. Presenter maintains visual contact with the audience, using the motion of the body (face and hands), in addition to the process of presenting the message presentation using word articulation orderly and clear. Meanwhile, at the close of the presentation, the presenter concluded overview presentation and encouraged the audience to buy or use the product business has to offer. In the presentation supporting elements, the study found the presenter using the product or service demonstrations, customer testimonials and involves the use of video and images in the presentation.*

**Keywords:** *business presentation, women entrepreneurs, markets, products, and services.*

**Abstrak.** Salah satu aspek pendukung dalam kemajuan bisnis antara lain kemampuan pengusaha mempresentasikan produk atau jasa yang ditawarkan, sebagai calon konsumen merasa yakin membeli atau menggunakan produk atau jasa tersebut. Penelitian ini bertujuan untuk menganalisis persiapan presentasi, penyajian pesan presentasi, dan unsur pendukung presentasi untuk memasarkan produk usaha. Metode penelitian kualitatif digunakan dalam penelitian ini dengan teknik analisis data berupa studi kasus. Informan penelitian adalah wanita pengusaha pengurus Ikatan Wanita Pengusaha Indonesia (IWAPI) Jawa Barat. Penelitian ini menemukan presenter mempresentasikan produk usaha melalui persiapan, penyajian pesan, dan unsur pendukung presentasi. Persiapan presentasi di dalamnya ditemukan presenter menyiapkan materi presentasi secara tertulis atau spontan, membuat *headline*. Pada penyajian pesan presentasi terdiri dari pengantar, isi, dan simpulan. Presenter memelihara kontak visual dengan audiens, menggunakan gerakan tubuh (wajah dan tangan), selain itu pada proses penyajian pesan presentasi menggunakan artikulasi kata yang teratur dan jelas. Sedangkan