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ANNUAL CONFERENCE : COMMUNICATION, MEDIA & CULTURE.

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Communication
in Religion

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Tourism
Communication
or Intersection

Promoting Indonesian Tourism Potential Using
Integrated Marketing Communication Strategies -

Tourism Crisis Strategic in the Policy of National Disaster
Management Authority (BNPB) -

The Net TV's Effort On Mediation Between Government
and Citizen -

The Impact of Social Media on Intercultural
Communication in Indonesia -

The Spoken Languages Between Jaipongan Performer and
Bajidor. In Jaipong Traditional Arts Performance In
Karawang Regency -

Rhetoric Analysis of Hate Speech In Indonesian Online
Media Related To Religion Blasphemy -

The Role of Kompepar Pangandaran In Developing
Pangandaran Becomes National Tourism Destination -

Literature of Digital Media In The Environment of
Household Mother In Sub District Gondomanan
Yogyakarta -

The Meaning of Ritual "Larang Sesaji Kelud" In The
Community of Around Kelud Village -

Tourism Communication Strategy Disbudpar
Pangandaran In Developing Culture And Arts In
Pangandaran -

Be Original Branding PT Sharp Electronic Indonesia -

Communication of Ritual Scripture System in Bojong
Kondang Cijulang District of Pangandaran

Religion Communication In Advertisement Ramadhan
2017 Version Pt. Djarum

The Political Marketing Discourse of Simulacra and
Hyperreality Era Praxis Review over the Election of West
Java Governor 2018

Planning Strategy Branding Mp Asi Health Organization
Bandung 2017 -

Developing Research Ethics In Interculture
Communication Studies -

The World of Education in Media View -

Questioning the Anti Hoax Movement in Indonesia:
Challenges and Opportunities -

The Procurement of Media Literacy Through The
Illustrated Story in Introducing The Disabilities World to
Early Childhood Children -

The Development of Integrated Marketing Communication
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Interfaith Communication in Public Relations Perspective -

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1. Accomac Book (ISBN) (Annual Conference: communication, media and culture)
2. Mediator Journal (Journal of Communication) Indexed by DOAJ.

Hereby this statement is made with full awareness and sense of responsibility.

Bandung, 2017

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Business Presentation Skills in Supporting Product Sales

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Abstract. Business presentation skills support in product sales, because through presentations delivered ideas, persuasion and reminding potential customers to buy the product. This article is the result of research that aims to analyze the ability of the presenter, develop, deliver presentations to support product sales. This research method qualitative with single case study. Data was collected by observation, interview, and literature. The informants are women entrepreneurs who are members of the Ikatan Wanita Pengusaha Indonesia (IWAPI) DPC Bandung. The study found that women entrepreneurs have the skills and the confidence gained from the exercise. The presentation is based on the opening, content, and closing, and presentations submitted in writing in the form of short notes, outlines, and the main points of support, while the presentation of spontaneous where the theme selected in accordance with the background knowledge of the presenter, cultivate a supportive atmosphere, and the use of a clear articulation of words.

Keywords: presentation, sales, business

Introduction

Entrepreneur in conducting the business to make various efforts to increase knowledge, there are about the products offered, package it, and then offered to prospective customers. This was done so that the business running smoothly and growing rapidly. Various attempts were made, one of the aspects that support the business activity is creativity, because it is not surprising that discovered the emergence of new products and services produced by employers.

Creativity became one of the supporting aspects that led many to achieve success, including women entrepreneurs. Related to this creativity, the city of Bandung dubbed as a creative city, it is partly because many of its citizens who managed to develop a business supported by the city government of Bandung which continues to encourage people to work creatively "(pikiran-rakyat.com, December 8, 2013). Therefore it is natural that Bandung is

known as a city that has its own peculiarities, such as in the field of culinary, women's clothing, and handicrafts. Bandung now become one of the domestic tourist destination. Based on the results of the research also shows, what is needed to stimulate employment is creativity, and creative generation acts as a motor of change in developing countries such as Indonesia.

The research informant is a woman entrepreneur active in Ikatan Pengusaha Wanita Indonesia (IWAPI) DPC Bandung. According to data from IWAPI West Java chapter (2014) most of the women entrepreneurs have micro business scale, few have scale of business as small entrepreneur and big businessman. Women entrepreneurs in running their business experience constraints such as aspects of technology and marketing. In marketing issues how to get a chance and turn it into a sale.

To overcome this problem, entrepreneurs need to have the knowledge and skills to run