

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES AS AN INDEPENDENT BEAUTY CONSULTANT AT PT ORINDO ALAM AYU

Professional work practice is carried out at PT Orindo Alam Ayu (Oriflame) a company engaged in the beauty sector that produces high-quality cosmetics and natural skin care through independent sales, which is different from retail in general and has been established in Indonesia since 1986. Oriflame's business is a combination of direct selling and multi-level marketing (MLM known as multilevel marketing) and has been registered with the Indonesian Direct Selling Association (APLI). While doing Professional Work, the practice works under the supervision and guidance of the Senior Manager.

The activities that practice during his time as an independent beauty consultant are focused on product sales activities and self-development training. These activities include learning to know various products, product sales, ordering products, marketing products through online and offline, closing points, recruiting new teams, building teams, and training themselves with the team. In addition, the practitioner has the opportunity to become a performer of online training for independent beauty consultants who just want to join.

Keywords: cosmetics, direct selling, multi-level marketing (MLM), APLI.