

**THESIS/FINAL PROJECT NO. 1048**

**THE PERSUADING STRATEGIES USED BY SENIOR  
AND JUNIOR SALESPeOPLE OF AMWAY MULTI  
LEVEL MARKETING IN SURABAYA**

**By :**

**MARIA JUWITA**

**Reg. No. 11498016**


**ENGLISH DEPARTMENT**



**FACULTY OF LETTERS  
PETRA CHRISTIAN UNIVERSITY  
SURABAYA  
2002**

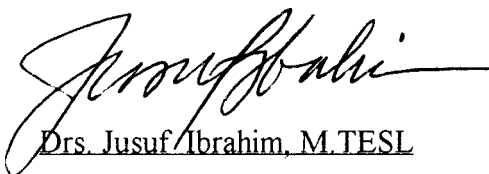
Accepted by the Faculty of Letters  
Petra Christian University

Advisor



Drs. Samuel Gunawan, M.A.

Examination Committee



Drs. Jusuf Ibrahim, M.TESL

Surabaya, 29th July 2002



Drs. Rizki Basuki, M.A.

**SURATPERNYATAANPERSETUJUAN  
PUBLIKASI KARYA ILMIAH UNTUK  
KEPENTINGAN AKADEMIS**

Yang bertanda tangan di bawah ini, saya :

Nama : Maria Juwita....., Mahasiswa Universitas Kristen Petra

N R P : 11498016.....

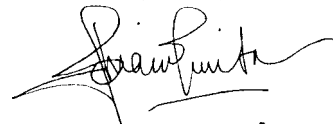
demikian mengembangkan Ilmu Pengetahuan, menyetujui bahwa karya ilmiah saya yang berjudul The Persuading Strategies Used by Senior and Junior Salespeople of AMWAY Multilevel Marketing in Surabaya..... beserta perangkat yang diperlukan (bila ada) untuk disimpan, dipublikasikan dan atau diperbanyak dalam bentuk apapun oleh Universitas Kristen Petra bagi keperluan akademis.

Demikian surat pernyataan ini saya buat dengan sebenarnya.

Dibuat di : SURABAYA.....

Pada tanggal : 24 Juli 2002.....

Yang menyatakan



( Maria Juwita..... )

## Acknowledgements

It is a great pleasure to write my thanks to everyone who has been very helpful in the process of making my thesis. First, I give my thanks to God Almighty for the immeasurable gift of my life, and the ongoing faith to see the light at the end of my thesis. I dedicate my thanks to Drs. Samuel Gunawan, **M.A.** as my advisor for the patience and care. I also thank Drs. Jusuf Ibrahim, **M.TESL** who has encouraged me to do my thesis better. Then, I would like to thank Dra. Liliek S. Juwono, **M.A.** and Prof. Dr. Abdul Wahab, **M.A.** for the support and opinions. Furthermore, I thank to Mr & Mrs Major Made Petrus, Mrs Rebeca Soegito, and Miss Veny Gozal for the help to get the data.

I am grateful to my beloved parents, sister, and brother for the love, care, support, and great motivation during the very tough times. I also thank my boyfriend, David, for the intense encouragement, prayer, and companionship.

I also thank to my dear colleagues, Loren, Amilia, Kelly, and Fenty for brightening my days and lessening my stress. Last but not least, I appreciate very much for the help, motivation, jokes, companionship, opinion, and computing assistance to Dyan, Stella, Yuliana, Silvia, Meilinda, Ari, Karolina, Rizky, and Erna.

Finally, I hope that my thesis will give better knowledge to other people who are interested in persuasive skills. Once again, I thank everyone, and God bless us.