

ABSTRAK

**Hubungan Antara Tipe Kepribadian Ekstrovert-Introvert
Dengan Orientasi Ketrampilan Komunikasi Interpersonal
Pada Distributor Multi level Marketing Tianshi**

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Penelitian ini bertujuan untuk mengetahui hubungan antara tipe kepribadian ekstrovert-introvert dengan ketrampilan komunikasi interpersonal pada distributor multi level marketing Tianshi. Hipotesis yang diajukan adalah ada hubungan yang positif signifikan antara tipe kepribadian ekstrovert-introvert dengan orientasi ketrampilan komunikasi interpersonal pada distributor multi level marketing Tianshi. Semakin ekstrovert tipe kepribadian seorang distributor semakin tinggi pula orientasi ketrampilan komunikasi interpersonalnya. Begitu pula sebaliknya, semakin introvert tipe kepribadian seorang distributor, maka akan semakin rendah orientasi ketrampilan komunikasi interpersonalnya.

Subjek penelitian adalah distributor multi level marketing Tianshi sebanyak 30 orang. Metode pengumpulan data menggunakan dua macam skala, yaitu skala tipe kepribadian dan skala orientasi ketrampilan komunikasi.

Analisis data yang digunakan untuk menguji hipotesis adalah teknik korelasi *product moment* dari *Pearson*. Hasil analisis menunjukkan $r_{xy} = 0,379$ ($p < 0,05$), yang berarti ada hubungan yang positif signifikan antara tipe kepribadian ekstrovert-introvert dengan orientasi ketrampilan komunikasi interpersonal pada distributor multi level marketing Tianshi.

Kata Kunci : tipe kepribadian ekstrovert-introvert, orientasi ketrampilan komunikasi interpersonal, distributor.

ABSTRACT

**Correlation Between The Personality Type Of Extrovert-Introvert
And The Skill Orientation Of Interpersonal Communication
At The Distributor Of Tianshi Multi Level Marketing**

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The purpose of this research is to know the correlation between the personality type of extrovert-introvert and the skill orientation of interpersonal communication at the distributor of Tianshi multi level marketing. The hypothesis that is there is significant positive correlation between the personality type of extrovert-introvert and the skill orientation of interpersonal communication at the distributor of Tianshi multi level marketing, and there is significant positive correlation between the personality type of extrovert-introvert and the skill orientation of interpersonal communication at the distributor of Tianshi multi level marketing . It means that the more personality type of extrovert, the skill orientation of interpersonal communication at the distributor will be higher. In other hand, the more personality type of introvert, the skill orientation of interpersonal communication at the distributor will be lower.

The subject of this research is the distributor of Tianshi multi level marketing as much as 30 people. The method of data collecting used two scales, that were the scale of personality type and the scale of communication skill orientation.

The data analysis which is applied to examine the hypothesis was product moment correlation technique from Pearson. The result of analysis on the correlation between the personality type of extrovert-introvert and the skill orientation of interpersonal communication showed $r_{xy} = 0,379$ ($p < 0,05$), wich means that there is significant positive correlation between the personality type of extrovert-introvert and the skill orientation of interpersonal communication at the distributor of Tianshi multi level marketing.

Keywords: personality type of extrovert-introvert, orientation skill of interpersonal communication, distributor.