

ABSTRACT

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Correlational Between *Body Image* with Selling Productivity Cigarettes among *Sales Promotion Girl*; Debora Basari, M. Psi. and Yeni Anna Apulembang, M.A., Psi; Undergraduate Programs Psikologi; Universitas Tarumanagara (65 pages; L1-L25)

Body image is a picture of the body on someone according to their cognitive whether positive or negative for such individuals. Individuals are expected to have a positive *body image* for review. The increase productivity cigarette sales on SPG. Productivity are a comparison between output period (expense applicable) with inputs (input results). That work productivity of production that can be generated hearts specific time. Some studies seeing relationships *body image* but the productivity perception with the SPG cosmetic products in the city of Denpasar. This research tried to review seeing correlation *body image* between with the SPG cigarette sales productivity. This study took place from 25 September 2016 until 15 November 2016 by 60 participants with SPG. Research methods using quantitative non experimental. The calculations show that ($r = 0.715$, $p = 0.000 < 0.05$) Which means that a positive correlational between *body image* with the SPG cigarette sales productivity. The height image someone (SPG) The high also the cigarette sales productivity.

Keywords: *body image*, productivity, Sales Promotion Girl.