INTISARI

Penelitian ini memiliki fokus penelitian yaitu bagaimana kekuatan karakter pelaku *Multi Level Marketing* (MLM) dalam membangun bisnis *Multi Level Marketing* (MLM). Penelitian ini merupakan penelitian kualitatif, dengan menggunakan triangulasi sebagai validasi data. Subjek penelitian adalah pelaku *Multi Level Marketing* (MLM) yang telah mencapai puncak tertinggi level keagenan *Multi Level Marketing* (MLM), *Multi Level Marketing* (MLM) yang dipilih adalah PT Halal Network Internasional Herba Penawar Alwahida Indonesia (PT HNI HPAI). Penelitian ini menemukan beberapa temuan, yaitu *strenght of character* dari subyek penelitian adalah *Creativity, Love of learning, Persistence, Vitality, Kindness, Fairness, Leadership, Humility and Modesty, Self-regulation, Hope,* dan *Spirituality*. terdapat temuan lain selain sebelas *strenght of character* berdasarkan teori Peterson & Seligman (2004) yaitu kekuatan dermawan dan fleksibel dalam menajemen waktu.

Kata kunci: *Strenght of character*, Pelaku *Multi Level Marketing* (MLM)

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

ABSTRACT

This research has a focus of research is how the character strength of Multi Level Marketing (MLM) actors in building Multi Level Marketing business (MLM). This research is a qualitative research, using triangulation as data validation. The research subjects are Multi Level Marketing (MLM) actor who has reached the highest peak of the Multi Level Marketing (MLM) agency level, Multi Level Marketing (MLM) chosen is PT Halal Network International Herba Penawar Alwahida Indonesia (PT HNI HPAI). This study found some findings, namely strenght of character of research subjects are Creativity, Love of learning, Persistence, Vitality, Kindness, Fairness, Leadership, Humility and Modesty, Self-regulation, Hope, and Spirituality. There are other findings besides eleven strenght of character based on Peterson & Seligman's theory (2004) that is generous and flexible power in time management.

Keywords: Strenght of character, Multi Level Marketing Actors (MLM

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id