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Strategi Customer Relations Kepiting Bang Jai dalam Meningkatkan Jumlah Pelanggan Periode Juni-Desember 2016

Tahun Skripsi : 2017 XIV + 96 Halaman

Daftar Pustaka : 45 buku + 4 sumber internet + 1 sumber lain

ABSTRAK

Penelitian ini berjudul “Strategi Customer Relations Kepiting Bang Jai dalam Meningkatkan Jumlah Pelanggan periode Juni-Desember 2016”. Tujuan dari penelitian ini untuk mendeskripsikan dan menganalisa secara rinci proses-proses strategi customer relations yang dilakukan Kepiting Bang Jai dalam meningkatkan jumlah pelanggan di tengah persaingan bisnis kuliner yang semakin kompetitif.

Metode yang digunakan dalam penelitian ini adalah jenis deskriptif kualitatif, pendekatan deskriptif didukung data kualitatif dengan teknik pengumpulan data melalui wawancara, observasi dan studi pustaka. Dari hasil penelitian, pelaksanaan strategi customer relations melalui proses mendefinisikan permasalahan, merencanakan dan pemrograman, aksi dan komunikasi, diakhiri dengan evaluasi, yang diwujudkan dalam peningkatan mutu pelayanan, pemenuhan fasilitas untuk pelanggan, menampung dan menghadapi keluhan pelanggan serta menjalankan internet marketing.

Hasil dari penelitian ini adalah strategi customer relations yang dilakukan Kepiting Bang Jai untuk meningkatkan jumlah pelanggan tahun 2016, yaitu dengan menjalankan internet marketing untuk memperkenalkan Kepiting Bang Jai kepada khalayak, selanjutnya kegiatan yang diadakan diantaranya video contest, give away dan promo. Sebagai bahan evaluasi Kepiting Bang Jai perlu melakukan survei kepuasan pelanggan untuk dapat lebih meningkatkan pelayanan dan menjawab kebutuhan pelanggan.

Kata kunci : Strategi, Customer Relations, Konsumen.

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The Strategy of Customer Relations in Kepiting Bang Jai to increase the amount of customer in June until December 2016

Years of Thesis : 2017 XIV + 90 pages

References : 45 books + 4 internet sources + 1 other sources

ABSTRACT

This research study is entitled “The Strategy of Customer Relations in Kepiting Bang Jai to increase the amount of customer in June until December 2016”. The aim of this research was to describe and analysis specifically toward the processes the strategy of customer relations done by Kepiting Bang Jai in order to increase the customer where the competitors of culinary business were competitive.

The research method of this research was descriptive qualitative. Descriptive approach was also supported by qualitative data which was collected by interview, observation, and literature study. To gain accure data regarding strategy of customer relations, this research followed some paths which consisted of defining the problems, planning, actions and communication, and doing evaluation as final step which was implemented as a movement to increase the quality of service, to complete the facility of customer, to cover all the complains of the customer and to operate marketing online business.

The result of this research are the strategy of customer relations that are guaranteed to increase the amount of customer in 2016, that is by internet marketing to introduce Kepitig Bang Jai to further, activities are held including a video contest, give away and promos. As material evaluation Kepiting Bang Jai need to do survey of customer satisfication to able the further improve its services and to answer customer need.

Keyword : Strategy, Customer Relations, Customer.