

**ABSTRAK****Universitas Muhammadiyah Yogyakarta****Fakultas Ilmu Sosial dan Ilmu Politik****Program Studi Ilmu Komunikasi****Konsentrasi Public Relations****Miftahul Hasanah (NIM 20080530087)****Aktivitas *Customer Relationship Management* Kantor Pos Yogyakarta****(Studi Deskriptif *Customer Relationship Management* pada Pelanggan Korporat-  
PKS Kredit PT Pos Indonesia Cabang Yogyakarta Tahun 2013)****Tahun Skripsi : 2014 xi + 89 Halaman****Daftar Pustaka : 26 Buku (1992-2007) + 3 Jurnal + 2 Sumber Online**

Penelitian ini bertujuan untuk mendeskripsikan aktivitas *Customer Relationship Management* kantor Pos Yogyakarta. Studi Deskriptif *Customer Relationship Management* ini dilakukan pada pelanggan korporat PKS (Perjanjian Kerjasama) Kredit PT Pos Indonesia Cabang Yogyakarta tahun 2013. Hasil dari penelitian ini dapat digunakan oleh Kantor Pos dalam menentukan aktivitas *Customer Relationship Management* yang dilakukan kepada pelanggannya.

Metode penelitian yang digunakan dalam penelitian ini adalah deskriptif kualitatif. Teknik pengumpulan data dilakukan dengan cara wawancara dan dokumentasi, baik dokumentasi kepustakaan maupun dokumentasi lainnya. Teknik analisis data dalam penelitian ini adalah reduksi data, penyajian data dan pengambilan kesimpulan.

Hasil penelitian aktivitas *Customer Relationship Management* kantor Pos Yogyakarta sudah cukup memuaskan meski belum sepenuhnya menjalankan konsep *Customer Relationship Management*. Keberhasilan kantor Pos dalam menjalankan konsep *Customer Relationship Management* adalah meningkatnya jumlah pelanggan korporat, semula ditahun 2012 hanya 8 pelanggan menjadi 20 pelanggan di tahun 2013.

**Kata kunci : *Customer Relationship Management, Account Executive, Pelanggan.***

**ABSTRACT**

**Muhammadiyah University of Yogyakarta**

**The Faculty of Social and Political Science**

**Department of Communication**

**Course of Public Relations**

**Miftahul Hasanah (NIM 20080530087)**

**Customer Relationship Management activities of the Yogyakarta Pos Office**

**(Descriptive Study of Customer Relationship Management in Corporate**

**Customer Credit Agreement PT Pos Indonesia of Yogyakarta Year 2013)**

**Thesis Year : 2014 xi + 89 Pages**

**Literature : 26 Books (1992-2007) + 3 Journal + 2 Online Source**

The purpose of this research is to describe the activities of customer relationship management Yogyakarta Pos Office. Descriptive study of customer relationship management at the customer contract credit agreement PT Pos Indonesia of Yogyakarta in 2013. The result of this research can be used to pos office in determining the activity of customer relationship management which will be performed at the corporate customers.

The method of this research is descriptive qualitative. Data collection techniques by interviews and documentations, documentation both literature and other document. Data analysis techniques of this research is the data reductions, data presentation, and making conclusion.

The result of the research customer relationship management activities of the Yogyakarta pos office is quite satisfactory though not yet using all customer relationship management concepts. Pos office success in implementing customer relationship management concepts is increasing corporate customers, initially in 2012 only 8 customers to 20 customers in 2013.

**Keyword : Customer Relationship Management, Account Executive, Customer.**