

ABSTRAK

Kristie, Veriana E. (2019). *Strategi Customer Relations PT. Berlian Promosindo (TEGSA) dan PT. Bintang Sarana Media dalam Menghadapi Persaingan Periklanan di Era Digital Marketing. Program Studi Ilmu Komunikasi, Fakultas Psikologi dan Ilmu Sosial Budaya, Universitas Islam Indonesia.*

Outdoor advertising atau media luar ruang merupakan media yang berukuran besar dan dipasang pada tempat-tempat terbuka seperti di pinggir jalan, pusat keramaian, bus kota, gedung, dan sebagainya. Untuk Menghadapi persaingan periklanan, perusahaan memiliki beberapa strategi, salah satunya strategi *Customer Relations*. Penelitian ini bertujuan untuk mengetahui bagaimana strategi *customer relations* di PT. Bintang Sarana Media dan PT. Berlian Promosindo (TEGSA) dalam Menghadapi persaingan periklanan di era digital marketing saat ini.

Penelitian ini menggunakan metode kualitatif dengan teknik wawancara. Hasil dari penelitian yang telah dilakukan terkait Strategi *Customer Relations* PT. Berlian Promosindo (TEGSA) ialah pertama, melalui strategi *customer service* berupa pemberian nomor telepon dan alamat email. Kedua, strategi *frequency and loyalty* berupa pemberian hadiah dan *compliment*. Ketiga, strategi *customization* yang berupa pemberian produk sesuai dengan keinginan konsumen. Keempat, strategi *community building* yang merupakan program kegiatan *outing*, renang, dan berlibur keluar kota dengan konsumen. Kelima, strategi *consumer information* dengan memberikan segala informasi berupa *database*. Terakhir, strategi *complaint handling* yang dilakukan dengan memberikan solusi terhadap keluhan konsumen maksimal 2x24 jam. Sementara itu, Strategi *Customer Relations* PT. Bintang Sarana Media ialah pertama, melalui strategi *customer service* berupa pemberian kontak perusahaan melalui produk periklanan. Kedua, strategi *frequency and loyalty* yang berupa pemberian hadiah dan memberi pelayanan yang baik. Ketiga, strategi *customization* berupa pemberian produk sesuai dengan keinginan konsumen. Keempat, strategi *community building* berupa kegiatan rutin seperti bermain golf dan tenis dengan konsumen. Kelima, strategi *consumer information* dengan memberikan informasi berupa *database*. Terakhir, strategi *complaint handling* berupa pemberian solusi dengan cepat.

Kata Kunci: Iklan, Strategi, Customer Relations

ABSTRACT

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Outdoor advertising or outdoor media is large-sized media and installed in open places such as on the roadside, the center of the crowd, city buses, buildings, and so on. Business competition is making business people competing to market their products or services through advertising media such as outdoor media. In overcoming advertising competition, companies have Customer Relations strategy. Companies that implement customer relations strategies are PT. Bintang Sarana Media and PT. Berlian Promosindo (TEGSA). This study aims to find out how the customer relations strategy at PT. Bintang Sarana Media and PT. Berlian Promosindo (TEGSA) in overcoming advertising competition in the current digital marketing era.

This study uses qualitative methods with interview techniques. The results of research conducted related to Customer Relations Strategy of PT. Berlian Promosindo (TEGSA) is the first, through a customer service strategy in the form of giving telephone numbers and email addresses. Second, the frequency and loyalty strategy in the form of gifts and compliments. Third, customization strategies in the form of product delivery in accordance with consumer desires. Fourth, the community building strategy which is a program of outing, swimming, and vacationing out of town with consumers. Fifth, the consumer information strategy by providing all information in the form of a database. Finally, the complaint handling strategy is carried out by providing solutions to consumer complaints a maximum of 2x24 hours. Meanwhile, PT. Bintang Sarana Media is first, through a customer service strategy in the form of providing corporate contacts through advertising products. Second, the frequency and loyalty strategy in the form of gift giving and providing good service. Third, the customization strategy is in the form of providing products in accordance with consumer desires. Fourth, community building strategies include routine activities such as playing golf and tennis with consumers. Fifth, the consumer information strategy by providing information in the form of a database. Finally, the complaint handling strategy is in the form of providing solutions quickly.

Keywords: Advertising, Strategy, Customer Relations