

## ABSTRAK

**Dynasty Naomi Hakim. 15321161. Strategi Handling Complaint Public Relations (PT. Sarihusada Generasi Mahardhika) dalam Upaya Menjalin Hubungan Baik dengan Pelanggan. Program Studi Ilmu Komunikasi, Fakultas Psikologi dan Ilmu Sosial Budaya, Universitas Islam Indonesia. 2019.**

PT. Sarihusada Generasi Mahardhika (SGM) yang merupakan perusahaan pertama kali yang memproduksi susu bubuk di Indonesia. Walaupun PT. SGM telah berdiri sejak lama, namun keluhan konsumen masih kerap terjadi. Keluhan pelanggan merupakan ancaman bagi setiap perusahaan, maka diperlukan praktisi Public Relations untuk merancang strategi penanganan keluhan pelanggan dengan tepat dan sesuai dengan kebutuhan pelanggan agar hubungan tetap berjalan dengan baik. Penelitian ini bertujuan untuk mendeskripsikan secara detail mengenai strategi *handling complaint* yang dilakukan Public Relation PT. SGM dalam upaya menjalin hubungan baik dengan pelanggan.

Berdasarkan hasil penelitian peneliti, keluhan konsumen PT. SGM dibedakan menjadi 3 jenis, yaitu jenis keluhan ringan, jenis keluhan sedang, dan jenis keluhan berat. Ketiga jenis keluhan tersebut berdasarkan konsep dari 4 jenis keluhan menurut Sugiarto yaitu Mechanical Complaint, Attitudinal Complaint, Service Related Problem, dan Unusual Complaint. Selain itu, penelitian ini menggunakan metode kualitatif dengan tipe penelitian deskriptif. Peneliti melakukan teknik wawancara mendalam dan studi literatur.

Ketiga jenis keluhan tersebut memiliki kemiripan strategi dalam penanganannya. Untuk keluhan ringan dan keluhan sedang strategi penanganannya adalah sama yaitu memudahkan bagi konsumen untuk mengontak perusahaan, empati, kecepatan dalam penanganan dan keadilan dalam menyelesaikan masalah. Namun dalam strategi penanganan jenis keluhan sedang, PR dibantu Manager, Quality Assurance R&D dan Marketing dalam proses identifikasi masalah yang dihadapi. Sedangkan untuk keluhan berat PR memiliki strategi yang berbeda pada aspek keadilan dalam menyelesaikan masalah yang meliputi proses melobi dan negoisasi, mendapatkan persetujuan pelanggan, mengambil tindakan dengan memberikan kompensasi dan santunan kepada konsumen penderita. Dalam keluhan berat seluruh divisi perusahaan ikut terlibat dalam membantu menangani keluhan pelanggan.

**Kata Kunci: Penanganan Keluhan Pelanggan, PT. Sarihusada Generasi Mahardhika, Public Relations**

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*Milk is a primer needs for the human body development. One of the company, who run a business that focused in producing a milk product is Sarihusada Generasi Mahardhika (SGM) Company and became the first company that produced milk powder in Indonesia. Although SGM Company has been long established, the customer complain often occur. The customer complain was a threats for the company, therefore company need a department of Public Relation who can make the right strategy to handle the complaint by the customer, according to the needs of the customer to make a good relation between the customer and the company. This study aims to describe in detail about the handling complaint strategy of Public Relation Sarihusada Generasi Mahardhika Company as an effort to make a good relation to the customer.*

*Based on the result of the studies, customers complain were divided into 3 kinds, mild complaints, moderate complaints and severe complaints. These 3 kinds of complaints were based on the concept by Sugiarto where he mentioned there were 4 category of complaint; Mechanical Complaint, Attitudinal Complaint, Service Related Problem, dan Unusual Complaint. Besides that, this research studies uses a qualitative method and descriptive type of research. These research studies were done by the method of in-depth interview technics and from the literature.*

*The 3 kinds of complaint have a similarity strategy of PR in handling the complaints. The strategy in handling the mild complaints and moderate complaint are same, by making ease for the customers to contact the company, empathy, quick and immediately in handling the complaint, and having fairness in solving the problems. However, in handling the moderate complaints, PR was help by the other department like, Manager, Quality Assurance, R&D and the Marketing. While for the severe complaint has a different strategy between the previous complaints, these were shown in the aspect of the fairness in solving the problems that are related to the process of lobbying and negotiation, getting customer approval, take an action by giving compensation to the customers who are suffer and provide additional fees for the customer. In handling the complaint of severe complaints, PR Sarihusada Generasi Mahardhika were help by the entire department of the company that are involve in handling the customer complaint.*

**Keywords: Handling Customer Complaint, Public Relations, Sarihusada Generasi Mahardhika Company**