

Abstrak

Penelitian ini fokus kedalam *Customer Relationship Marketing* yang dijalankan bonekboys_store melalui Instagram. Penelitian ini bertujuan untuk mengetahui strategi *Customer Relationship Marketing* yang dijalankan bonekboys_store melalui media sosial khususnya Instagram. Penelitian ini dilandasi teori *Customer Relationship Marketing* yang bertujuan untuk mengembangkan mempertahankan dan menarik pelanggan. Proses pengembangan pelanggan yang dimulai dari tahap *Frist-Time Customer*, *Repeat Customer*, *Client*, *Advocate*, *Partner* dan komponen dari CRM sendiri untuk mempertahankan dan mendapat pelanggan baru dimulai dari *Bonding*, *Empathy*, *Reciprocity*, dan *Trust*. Penelitian ini menggunakan metode kualitatif. Sedangkan teknik pengumpulan data menggunakan wawancara mendalam dan observasi. Hasil dari penelitian ini adalah bonekboys_store berhasil mengembangkan pelanggan mulai dari tahap *Frist-Time Customer* sampai ke tahap *Advocate* sedangkan dalam menjalankan komponen CRM bonekboys_store mengadakan kuis-kuis berhadiah diinstagram untuk mengikat, mengunggah foto produk yang akan dikirim untuk menimbulkan rasa percaya dan timbal balik serta membalas semua komentar untuk menimbulkan rasa empati.

Kaa Kunci : *Customer Relationship Marketing - New Media - Media Sosial - Instagram*,

ABSTRACT

This study focuses on Customer Relationship Marketing which is operated by bonekboys_store via instagram. Objective of this study is to know the strategy of Customer Relationship Marketing which is operated by bonekboys_store via social media especially instagram. This study is based on the theory of Customer Relationship Marketing that have purpose to develop, maintain and make customer interesting. Development process of customer is begun form steps of first-time customer, repeat customer, client, advocate, partner, and component form CRM itself to maintain and get new customer start form bonding, empathy, reciprocity, and trust. This study used qualitave method. While technique of collecting data is deep interview and observation. The result of this study is bonekboys_store was success to develop customer start form first-time customer step until advocate step. While in passing CRM component bonekboys_store have quis whit gift in instagram, upload image of product that will be sent to cause trusting and both side also reply all comments to cause empathy

Key Words : Customer Relationship Marketing-New Media-Media Sosial-Instagram,