

ABSTRAK

Voni Putri Cahyani. NIM. 210531100024. Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Budaya. *Customer Relationship Management Event & Wedding Organizer Seven Production Dalam Meningkatkan Brand Trust*. Dosen Pembimbing: Fachrur Rozi, S.I.Kom., M.Med.Kom.,

Industri Event Organizer (EO) dan Wedding Organizer (WO) mengalami pertumbuhan pesat di era digital, yang ditandai dengan tingkat persaingan yang semakin tinggi. Dalam kondisi ini, kepercayaan terhadap merek (*brand trust*) menjadi elemen krusial untuk menjamin keberlangsungan bisnis. Penelitian ini bertujuan untuk mengkaji strategi *Customer Relationship Management* (CRM) yang diterapkan oleh Seven Production sebuah perusahaan EO dan WO yang berdiri sejak 2014 di Surabaya dalam membangun dan meningkatkan brand trust di tengah tantangan industri, seperti penurunan jumlah klien serta kasus penipuan yang mencoreng citra industri secara umum.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan paradigma post-positivism. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam dengan informan kunci (owner, kepala manajer, manajer operasional, manajer proyek, asisten pribadi, dan klien), serta dokumentasi. Informan dipilih secara purposive, dan analisis data dilakukan melalui proses reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa Seven Production menerapkan strategi CRM yang berfokus pada tiga aspek utama: (1) Komitmen terhadap hubungan jangka panjang dengan klien melalui komunikasi informal dan pendekatan emosional; (2) Komunikasi personal yang responsif dan dua arah, dengan peran Project Manager sebagai “#TemanCurhatKamu”; serta (3) Kualitas layanan yang terjaga melalui SOP, evaluasi berkala, serta pelayanan all-in service yang melebihi ekspektasi klien. Strategi ini berhasil meningkatkan kepercayaan klien, memperkuat loyalitas, serta mendorong promosi dari mulut ke mulut secara sukarela. Dengan demikian, dapat disimpulkan bahwa CRM yang berorientasi pada hubungan emosional dan kualitas layanan mampu menjadi strategi efektif dalam membangun brand trust di industri jasa kreatif. Penelitian ini diharapkan dapat memberikan kontribusi teoretis dan praktis dalam pengembangan strategi komunikasi bisnis, khususnya dalam konteks industri Event & Wedding Organizer di Indonesia.

Kata Kunci: *Customer Relationship Management, Brand Trust, Event Organizer, Wedding Organizer, Strategi Komunikasi*

ABSTRACT

Voni Putri Cahyani. NIM. 210531100024. *Communication Studies Program, Faculty of Social and Cultural Sciences. Customer Relationship Management of Event & Wedding Organizer Seven Production in Enhancing Brand Trust. Advisor: Fachrur Rozi, S.I.Kom., M.Med.Kom.,*

The Event Organizer (EO) and Wedding Organizer (WO) industries have experienced rapid growth in the digital era, accompanied by intense competition. In this context, brand trust has become a critical factor in ensuring business sustainability. This study aims to explore the Customer Relationship Management (CRM) strategies implemented by Seven Production a Surabaya-based EO and WO company established in 2014 in building and strengthening brand trust amid industry challenges, such as a decline in client volume and fraud cases that undermine public trust in the sector.

This research employs a descriptive qualitative approach with a post-positivist paradigm. Data were collected through observation, in-depth interviews with key informants (the owner, operational manager, project manager, owner's personal assistant, and clients), and documentation. Informants were selected using purposive sampling, and data analysis was conducted through data reduction, data presentation, and conclusion drawing.

The findings reveal that Seven Production consistently applies CRM strategies focusing on three main aspects: (1) Commitment to long-term client relationships through informal communication and emotional engagement; (2) Personalized communication, characterized by responsiveness and two-way interaction, with the Project Manager acting as “#TemamCurhatKamu” (your go-to confidant); and (3) Service quality, ensured by implementing Standard Operating Procedures (SOPs), regular performance evaluations, and an all-in service approach that exceeds client expectations. These strategies successfully enhance client trust, strengthen loyalty, and encourage word-of-mouth recommendations. In conclusion, CRM strategies that emphasize emotional connection and high service quality prove to be effective in fostering brand trust within the creative service industry. This study is expected to contribute both theoretically and practically to the development of business communication strategies, particularly within the Event & Wedding Organizer sector in Indonesia.

Keywords: *Customer Relationship Management, Brand Trust, Event Organizer, Wedding Organizer, Communication Strategy*