

Agustine, Nur Albania. 140531100089. Ilmu Komunikasi. *Customer Relationship Management* Surabaya Snowcake (Studi *Marketing Communication* dalam Membangun Loyalitas pelanggan). Di bawah bimbingan Dessy Trisilowaty, S.Sos., M.Si.

ABSTRAK

Pesatnya perkembangan usaha bisnis kue artis di kota-kota besar di Indonesia khususnya di kota Surabaya semakin menjamur, sebagai pelopor usaha bisnis kue artis Surabaya Snowcake tentunya selalu memberikan pelayanan yang inovatif melihat semakin banyaknya pesaing usaha bisnis kue artis lain yang mulai bermunculan. Tujuan dari penelitian ini untuk mendeskripsikan *Customer Relationship Management* Surabaya Snowcake dalam Menjaga Loyalitas pelanggan. Pola Subjek dari penelitian ini adalah penjual dan pelanggan Surabaya Snowcake dengan karakteristik tertentu yang sudah ditetapkan.

Metode pengumpulan data menggunakan observasi dan wawancara serta dokumentasi. Informan dipilih dengan menggunakan metode *purposive sampling*. Langkah-langkah analisis data yaitu reduksi data, penyajian data dan penarikan kesimpulan. Teknik pemeriksaan keabsahan data menggunakan triangulasi sumber dan metode.

Hasil penelitian menunjukkan dari temuan tentang CRM Surabaya Snowcake dalam menjaga loyalitas pelanggannya yaitu dengan beberapa tahapan CRM, diantaranya *Continuity Marketing* memberikan karti reward, diskon dan promosi produk, *One to One Marketing* memberikan pelayanan yang baik dan interaktif di outlet dengan memberikan tester varian produk kepada pelanggan dan *Partnering Program* yang berkerja sama dengan beberapa pihak pemasok di beberapa hotel dan toko di Surabaya, serignya diliput oleh media massa dan kemudahan transaksi dengan menggunakan Gofood, Traveloka, Line Shopping hingga OVO Cash, adapun beberapa komponen CRM yang diterapkan oleh Surabaya Snowcake dalam menjaga loyalitas para pelanggannya, diantara *Bonding*, *Trust*, *Reciprocity* dan *Empathy*. Keempat komponen tersebut sangat efektif dalam menjaga loyalitas para pelanggannya.

Kata kunci : CRM, *Customer Relationship Management*, *Continuity Marketing*, *One to One Marketing*, *Partnering Program*

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ABSTRACT

The rapid development of cake business business artists in major cities in Indonesia, especially in the city of Surabaya is increasingly mushrooming, as the pioneer of the Surabaya cake business venture Snowcake certainly always provides innovative services to see more and more competitors other business cake business entrepreneurs are emerging. The purpose of this study is to describe the Customer Relationship Management Surabaya Snowcake in Maintaining Customer Loyalty. Subject pattern of this research is the seller and customer of Surabaya Snowcake with certain characteristics that have been set.

And then, Data collection methods use observation and interviews and documentation. The informant was chosen by using purposive sampling method. The steps of data analysis are data reduction, data presentation and drawing conclusions. Data validity checking techniques use source and method triangulation.

The results of the research show that CRM Surabaya Snowcake findings in maintaining customer loyalty is with several stages of CRM, including Continuity Marketing provide karti reward, discount and product promotion, One to One Marketing provide good service and interactive at outlet by giving product variant tester to customer and Partnering Program in collaboration with several suppliers in several hotels and stores in Surabaya, its serig is covered by mass media and transaction convenience using Gofood, Traveloka, Line Shopping to OVO Cash, as for some CRM components applied by Surabaya Snowcake in maintaining loyalty its customers, among Bonding, Trust, Reciprocity and Empathy. These four components are very effective in maintaining the loyalty of its customers

Keywords : CRM, Customer Relationship Management, Continuity Marketing, One to One Marketing, Partnering Program

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