

## Customer relationship management: strategi peningkatan brand produk melalui periklanan media televisi

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### Abstrak

Pasar periklanan di Indonesia telah terdistribusi ke berbagai Media Massa yang ada sehingga mengakibatkan pendapatan Media Televisi semakin berkurang. Strategi CRM (Customer Relationship Management) digunakan untuk mengatasi masalah perolehan periklanan pada Media Televisi dengan cara menentukan bagaimanakah karakteristik kesuksesan penerapannya agar strategi CRM yang diterapkan bisa mengatasi masalah periklanan pada Media Televisi. Strategi CRM dikembangkan dengan mengadaptasi metodologi Gartner CRM Framework yang terdiri dari crm vision, crm strategy, valued customer experience, organizational collaboration, crm process, crm information, crm technology dan crm metrics.

Penelitian dilakukan dengan melakukan survey pada delapan stasiun televisi publik di Indonesia yang terdiri dari RCTI, LATIVI, ANTV, GLOBAL TV, METRO TV, INDOSIAR, TV7, TRANSTV, SCTV. Survey dilakukan untuk mengumpulkan data yang diperlukan untuk mendukung penerapan strategi CRM pada Media Televisi. Data hasil survey meliputi channel share Media Televisi setiap minggu dari Nielsen Media Research, Lingkungan dan lingkungan Teknologi Informasi Media Televisi dalam berhubungan dengan Advertiser diperoleh dengan melakukan questioner pada setiap Media Televisi yang diikutsertakan untuk berpartisipasi dalam proses survey. Data yang diperoleh dari hasil survey diolah dengan menggunakan metode statistik deskriptif untuk mendapatkan karakteristik informasi tentang channel share, lingkungan bisnis dan lingkungan teknologi informasi Media Televisi.

Hasil penelitian menunjukkan pasar periklanan cenderung terdistribusi secara merata ke berbagai Media Televisi. Media Televisi banyak mendapatkan complain dari Advertiser tentang pelayanan dan pengiklanan produk, adanya proses periklanan rumit sehingga cenderung menyulitkan Advertiser dan penurunan loyalitas Advertiser. Media Televisi cenderung memakai Teknologi Informasi hanya untuk operasional broadcasting.

Dengan mengacu pada data yang diperoleh dari hasil penelitian maka dibentuk strategi CRM dengan dukungan teknologi informasi yang diperlukan untuk mengatasi kekurangan pada Media Televisi. Pembentukan strategi menggunakan analisis SWOT, Tows Matrix, Strategi Grid, Balance Scorecard dan Critical Success Factor dan Application Functional Specification. Formulasi strategi menunjukkan bahwa Media Televisi perlu menerapkan critical success factor, organizational collaboration dan solusi teknologi informasi dalam application functional specification. Karakteristik critical success factor pada Media Televisi jika dibandingkan dengan strategi CRM pada industri lainnya menghasilkan dua karakteristik penting yang harus ada dalam CRM yaitu value untuk customer dan ukuran kesuksesan penerapan CRM.

<hr><i>Indonesian advertising market has been distributing to many others mass media meanwhile revenue of Television Media decrease. CRM (Customer Relationship Management) strategy used to overcome

advertising revenue problem in Television Media with metrics of critical success factor characteristic. CRM strategy developed with adoption of Gartner CRM Framework consist of crm vision, crm strategy, valued customer experience, organizational collaboration, crm process, crm information, crm technology and crm metrics.

Research has been done with survey on eight Indonesian public television broadcasting consist of RCTI, LATIVI, ANTV, GLOBAL TV, METRO TV, INDOSIAR, TV7, TRANSTV, SCTV. Survey supposed to get data to support practicing CRM strategy in Television Media. Data collected has three parts, first channel share Television Media. Second are business environment in Television Media and third are information technology environment in Television Media on relationship with Advertiser captured with questioner on every Television Media which participating on survey process. Data survey processed with descriptive statistic method to get information characteristic about channel share, business environment and information technology environment in Television Media.

Result of research show that advertising market distributed to many others Television Media. Television Media got more complains from Advertiser about service and advertising product, complicated advertising process and decreasing of Advertiser loyalty. Television Media using information technology only to support operational broadcasting. With refer to data captured from result of research then strategy CRM created with information technology support to overcome advertising problem in Television Media. Strategy CRM created using SWOT, Tows Matrix, Strategy Grid, Balance Scorecard dan Critical Success Factor and Application Functional Specification.

Result of formulation strategy CRM show that Television Media need to practise critical success factor, organizational collaboration and information technology solution on application functional specification. Characteristic result of research with research CRM strategy from others industry show us two important characteristic that should be in place on CRM strategy, value to customer and metrics to success.</i>