

Program komunikasi blackberry indonesia melalui pemanfaatan media sosial dan komunitas online dalam meraih kembali citra positif perusahaan = Communication program for blackberry indonesia through social media using and online community to reach positive company image

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Abstrak

Analisis Situasi
BlackBerry di Indonesia adalah salah satu perusahaan pionir smartphone di Indonesia. BlackBerry Indonesia telah meraih penghargaan Indonesia Customer Satisfaction Award 2012 lalu, dan penghargaan merek “Top of Mind” di segmen anak muda pada ajang HAI Youth Brand Awards.

Namun, munculnya kompetitor-kompetitor yang kuat dalam bidang smartphone (Samsung dan Apple), BlackBerry tidak lagi menjadi market leader dalam bidang smartphone di Indonesia. Terlalu sibuk membuat inovasi untuk mengalahkan kompetitor, BlackBerry melupakan dua aspek yaitu customer dan media. Berbagai kelalaian dalam efektivitas media sosialnya dan menjaga hubungan baik dengan komunitasnya dan media menjadi hal yang tak terelakkan lagi. BlackBerry Indonesia memerlukan langkah customer dan media relations untuk memperbaiki citra perusahaan. Langkah ini dilakukan melalui pengadaan gathering komunitas BlackBerry Indonesia, BlackBerry Open for Discussion dan BlackBerry VIP Media Visit & Access.

Tujuan
Program Gathering, Open Discussion dan Media Visit ini diharapkan dapat membina kembali hubungan baik dengan idan media dengan keterbukaan dan kekeluargaan, sehingga citra BlackBerry Indonesia dapat ditingkatkan kembali.

Sasaran
Sasaran Program Komunikasi:
Dalam 1 tahun, dapat membangun citra positif perusahaan BlackBerry Indonesia sebagai perusahaan yang siap kuat bersaing dan terus berinovasi seiring perkembangan zaman, dengan memperoleh pemberitaan positif 60% di media massa. Memberikan informasi mengenai produk, komunitas BlackBerry serta memaksimalkan aplikasi BlackBerry kepada masyarakat Indonesia melalui social media BlackBerry (Twitter, Blog, Website dan Facebook).

Meningkatkan followers di akun social media BlackBerry (Blog, Facebook, Twitter) sebesar 10% dalam kurun waktu 6 bulan.

Sasaran Bisnis Perusahaan:
Peningkatan jumlah penjualan keseluruhan produk smartphone BlackBerry sesuai target yang ditetapkan dalam kurun waktu 1 tahun.

Strategi
Membangun hubungan baik yang bersifat sustainability dengan komunitas dan masyarakat Indonesia dengan program customer relations, serta media dengan media relations. Memberikan edukasi untuk menambah pengetahuan masyarakat Indonesia mengenai BlackBerry Indonesia.

Melakukan public engagement pada media dan masyarakat melalu materi publikasi di berbagai media.

Khalayak Sasaran
Program All

BlackBerry Community Gathering:
Komunitas BlackBerry Indonesia di 6 kota besar di seluruh Indonesia , yaitu: Jakarta, Medan, Bali, Yogyakarta, Surabaya, dan Makassar. Disesuaikan dengan target pasar BlackBerry Indonesia, anggota komunitas BlackBerry Indonesia yang berusia 15-45 tahun.

Program BlackBerry Awakening Open for Discussion:
Masyarakat Indonesia secara umum.

Disesuaikan dengan target pasar BlackBerry Indonesia, masyarakat Indonesia yang berusia produktif yaitu 15-45 tahun, dan disesuaikan dengan target pasar baru BlackBerry Indonesia yaitu calon pelanggan smartphone yaitu kalangan remaja.
Program BlackBerry VIP Visit & Access:
Media massa dan online secara umum.
Media massa dan online yang fokus pada perkembangan informasi, ekonomi, dan teknologi (contoh: Investor Daily, Majalah Selular, dan lainnya).

Pesan Kunci
"One Brand, One Family , One Promise"
BlackBerry tidak hanya menawarkan brand dan produk yang berkualitas, tapi juga perusahaan yang menjunjung tinggi keterbukaan dan kekeluargaan.
BlackBerry ikut serta dalam pengembangan teknologi dan informasi di Indonesia, khususnya dalam bidang smartphone dan enterprise.

Program
Program All BlackBerry Community Gathering
Program BlackBerry Awakening Open for Discussion
Program BlackBerry VIP Media Visit & Access.

Jadwal
Maret – Oktober 2014

Anggaran
Total keseluruhan anggaran yang dibutuhkan untuk penyelenggaraan rangkaian kegiatan program customer dan media relations BlackBerry Indonesia adalah Rp270.460.000,00

Evaluasi
Metode Evaluasi yang digunakan antara lain:
Input: evaluasi terhadap segala proses yang berlangsung dalam pelaksanaan kegiatan
Output: Evaluasi terhadap sesuatu yang nyata sebagai result (hasil) dari program
Outcome: Pengukuran impact (efek) dan evaluasi hasil pelaksanaan kegiatan

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Situation Analysis
1. BlackBerry is one of smartphone company in Indonesia. BlackBerry Indonesia was already reach an "Indonesian Customer Satisfaction 2012" award and also an award for "Top of Mind" brand for youth segmentation in HAI Youth Brand Awards.
2. But, all strong competitors in smartphone such as Samsung and Apple suddenly came up, and then BlackBerry no longer be the market leader for smartphone in Indonesia.

Too busy making innovations for defeat the competitors, BlackBerry Indonesia forget two important aspects for a company: customers and media. Many mistakes have been made, such as lack of social media two way communication and maintaining relationships with it's own community, media, and also customers.

BlackBerry Indonesia needs customer and media relations step to fix the company image. These steps will be done with BlackBerry community gathering, BlackBerry Open for Discussion and BlackBerry VIP Media Visit and Access.

Goals
These Gathering, Open Discussion, and Media Visit are an open minded steps, hopefully to achieve a long good relationship with customers and media.

Objectives
Communications Program Objectives:
In a year, BlackBerry Indonesia will build a good company image as a strong competitive company and always innovating to improve along with world development by getting 60% positive news and articles in mass media.
Giving information about the products, the community, and all BlackBerry software application to Indonesia with BlackBerry social media in touch (Twitter, Blog, Facebook) and Website.
Increasing followers and friends in BlackBerry's social media accounts (Blog, Facebook, Twitter) in about 10% from before in 6 months after the program.

Company's Business Objectives:
Increased number of sales in overall BlackBerry products in 4 quartal after the program.

Strategy
Build a good sustainability relationship with community and Indonesian people with customer relations and media with media relations program.
Giving education to improve people's information

about BlackBerry Indonesia.
Do public engagement to media and people through publication in media.

Target Audience
All BlackBerry Community Gathering:
BlackBerry Indonesia community in 6 big countries in Indonesia: Jakarta, Medan, Bali, Yogyakarta, Surabaya, and Makassar.
The market target for BlackBerry Indonesia, a BlackBerry Indonesia community member around 15-45 years old.

BlackBerry Awakening Open for Discussion:
Indonesian people
The market target for BlackBerry Indonesia, Indonesian people around 15-45 years old and a new BlackBerry Indonesia market target: teenager.

BlackBerry VIP Visit & Access:
Online and mass media in a general
Online and mass media that focus information, technology and economy development. Such as: Investor Daily, Cellular Magazine, etc.

Key Messages
"One Brand, One Family , One Promise"

BlackBerry not only offer a brand and a product, but also an open minded company.
BlackBerry is also help information and technology development in Indonesia, especially in smartphone and enterprise.

Program
All BlackBerry Community Gathering Program.
BlackBerry Awakening Open for Discussion Program.
BlackBerry VIP Media Visit & Access Program.

Timeline
March - October 2014

Budget
Budgeting total that needs for all BlackBerry Indonesia's customer relations program and media relations is Rp270.460.000,00

Evaluation
Evaluation Methods that will used in this program is:
Input: An evaluation towards all process that take place in the implementation of activities.
Output: An evaluation towards tangible things as a result of activities/program.
Outcome: Impact measurement and evaluation of the activities implementation.