

## Analisis hubungan customer engagement dan customer relationship management blitzmegaplex melalui twitter = The correlation analysis between customer engagement and customer relationship management of blitzmegaplex on twitter

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### Abstrak

Perkembangan teknologi komunikasi dengan munculnya media baru mengambil fungsi dalam kehumasan, salah satunya customer engagement sebagai bagian dari customer relationship management yang dilakukan perusahaan dalam menjalin hubungan dengan publiknya. Penelitian ini dilakukan untuk menganalisis kegiatan customer engagement sebagai bagian dari customer relationship management yang dilakukan oleh Blitzmegaplex melalui media sosial yaitu Twitter, dengan menggunakan teknik analisis isi pada data kuantitatif dan kualitatif selama periode 1-15 Desember 2012.

Pada akhir penelitian, ditemukan bahwa kegiatan customer engagement yang dilakukan oleh Blitzmegaplex melalui Twitter mengandung keempat tahap customer engagement. Dalam menjalankan strategi komunikasi publik dan membina hubungan dengan publiknya, Blitzmegaplex menerapkan model praktik humas two-way symmetrical model dan mengandung keenam indikator hubungan yaitu trust, komitmen, control mutuality, kepuasan, relasi komunal, serta relasi transaksional.

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The growth of communication technology where the new media is growing takes part in various public relations activities, including customer engagement as part of customer relationship management which is done by the company to engage with their public. The research is done to analyze the customer engagement activities as part of Blitzmegaplex's customer relationship management through social media Twitter, using the content analysis method on both quantitative and qualitative data on December 1st, 2012 until December 15th, 2012.

At the end of the research, it is concluded that Blitzmegaplex's customer engagement activities contain the four phases of customer engagement, but the collaboration phase is still weak. In doing their public communication strategy, Blitzmegaplex applies the two-way symmetrical model of public relations practice model and includes the six relationship indicators which are trust, commitment, control mutuality, satisfaction, communal relationship, and transactional relationship.