

## Analisa Customer Relation Management Melalui Jejaring Sosial Online Twitter = Analysis Customer Relation Management Through Online Social Media Twitter

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### Abstrak

Sebagai perusahaan pelopor inovasi dalam mikroprosesor, Intel Corporation terus berusaha menciptakan dan mengelola hubungan antara perusahaan dan pelanggan agar terbentuk loyalitas pelanggan terhadap perusahaan melalui upaya Customer Relation Management (CRM). Upaya ini dilakukan Intel Corporation salah satunya melalui media sosial online twitter. Media sosial tersebut marak digunakan untuk menunjang prinsip kerja seorang praktisi Hubungan Masyarakat (Humas) dalam menciptakan komunikasi dua arah antara perusahaan dan pelanggan yang kini banyak dipengaruhi oleh perkembangan teknologi internet, seperti yang dilakukan oleh Intel Corporation melalui account twitter @Intel\_Indonesia. Berdasarkan pengamatan yang dilakukan selama kurang lebih satu minggu terhadap aktivitas komunikasi di account twitter tersebut, komunikasi yang ada dapat menjadi bukti bahwa besarnya nama suatu perusahaan bukan jaminan atas berjalan dengan baiknya komunikasi yang telah dilakukan oleh perusahaan. Pengamatan ini dilakukan untuk mengetahui upaya CRM dari perusahaan besar sekelas Intel Corporation melalui media sosial online dan hasil yang diperoleh adalah komunikasi perusahaan dengan pelanggan melalui account twitter cenderung pasif dan satu arah. Perusahaan juga tidak banyak menanggapi komentar pelanggan dan hanya sebatas melakukan distribusi informasi dari perusahaan kepada pelanggan.

.....As a pioneer of innovations in microprocessor company, Intel Corporation continues to create and manage the relationship between companies and customers in order to establish customer loyalty through the efforts of Customer Relation Management (CRM). The efforts made by Intel Corporation one of them is through social media online Twitter. The widespread use of social media to support the working principle of a Public Relation (PR) practitioner in creating two-way communication between the company and customers who are now heavily influenced by the development of internet technology, as did Intel Corporation through @Intel\_Indonesia twitter account. Based on observations during the approximately one week to the communication activity on the twitter account, existing communication may be evidence that the magnitude of a company's name is not collateral for running with good communication has been made by the company. This observation was conducted to determine the CRM effort of large corporations class Intel Corporation through social media online and the results obtained are corporate communications with customers via twitter is passive and only one-way communication. as it has been applied by Intel Corporation. Corporate communication with customers through social media online Twitter is passive and one-way. Companies is also do not respond to customer comments and only limited to the distribution of corporate information to customers.