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Aktivitas *Customer Relations* Di PT Mikatasa Agung Dalam Mempertahankan Loyalitas Pelanggan

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#### ABSTRAK

PT. Mikatasa Agung sebagai salah satu perusahaan manufaktur produksi lem terbesar di Indonesia berusaha membangun kepuasan pelanggan sehingga dapat mempertahankan loyalitas pelanggan. *Customer Relations* merupakan salah satu kegiatan yang penting dilakukan oleh perusahaan manufaktur lem ini karena menyangkut masa depan jalannya perusahaan. Aktivitas *Customer Relation* yang dijalankan oleh *Manager Marketing* dan *Brand Communcation* ini menghadapi tantangan di era intensitas kompetisi global serta faktor yang mempengaruhi ekonomi dan pandemic covid 19, yang dijalankan secara langsung dengan pelanggan.

*Customer Relations* merupakan kegiatan perusahaan dalam menjalin hubungan yang baik antara perusahaan dan pelanggan. Upaya ini bertujuan untuk memelihara hubungan dan mempertahankan loyalitas pelanggannya, Adapun bentuk aktivitas *customer relations* dalam mempertahankan pelanggan meliputi, *Consumer Informations* dan *Complant Handling*.

Penelitian ini menggunakan paradigma post positivis dengan penelitian kualitatif metode deskriptif. Subjek penelitian yaitu *Manager Marketing*, *Brand Communcation* dan *Sales Marketing Representative* PT Mikatasa Agung sebagai key informan, selain itu tiga pelanggan yang dikategorikan, distributor/repacker, eks pelanggan, dan pelanggan baru sebagai informan. Teknik keabsahan data yang digunakan berupa triangulasi data atau sumber.

Hasil dari penelitian ini, adalah aktivitas *customer relations* yang dilakukan berjalan dengan baik namun adanya penurunan loyalitas pelanggan disebabkan oleh penurunan jumlah pelanggan akibat faktor situasi global.

**Kata Kunci:** Aktivitas *Customer Relations*, Tujuan, Manfaat, Loyalitas Pelanggan



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### **ABSTRACT**

PT. Mikatasa Agung as one of the largest glue manufacturing companies in Indonesia strives to build customer satisfaction so that it can maintain and even continue to increase the number of customers. Customer Relations is one of the important activities carried out by this glue manufacturing company because it involves the future of the company. The Customer Relations activity carried out by the Marketing and Brand Communication Manager faces challenges in the era of the intensity of global competition as well as factors affecting the economy and the COVID-19 pandemic, which are carried out directly with customers. So that this Customer Relations activity is important to provide the best information and education services for customers to maintain customer loyalty at PT Mikatasa Agung. This study aims to determine the Customer Relations Activities of PT Mikatasa Agung in Maintaining Customer Loyalty.

The data validity technique used is in the form of triangulation of data or sources. The research subjects were the Marketing Manager, Brand Communication and Sales Marketing Representative of PT Mikatasa Agung as key informants, besides that three customers were categorized, distributors/repackers, ex-customers, and new customers as informants. Data collection techniques used in the form of primary data and interviews and secondary data with documentation.

The results of this study, customer relations activities and management functions are carried out by Marketing and Brand Communication as a bridge between internal parties and the company and a communication bridge between companies and their publics. This effort aims to maintain relationships and maintain customer loyalty, through the provision of accurate information and forms of customer relations activities.

**Keywords:** *Organizational Communication, Customer Relations Activites, Benefits, The Purpose, Customer Loyalty*