

ABSTRAK

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Program Studi : Ilmu Komunikasi

Judul Laporan Skripsi : Implementasi Stakeholder Relations Melalui Driver Care Unit PT Gojek Indonesia (Studi Deskriptif Pengelolaan Call Center/Driver Cari Unit PT Gojek Indonesia oleh Consentrix Tahun 2023).

Pembimbing : Mochamad Taufiq Hidayat, M.Ikom

Call Center memiliki peranan penting di suatu perusahaan dalam penanganan keluhan yang disampaikan oleh konsumen atau mitra. Tujuan penelitian adalah untuk mendeskripsikan dan menganalisis Implementasi Stakeholders Relations melalui Driver Cari Unit PT. Gojek Indonesia. Jenis penelitian ini adalah penelitian deskriptif dengan menggunakan pendekatan kualitatif.

Penelitian menggunakan konsep Implementasi, Stakeholder Relations dan Public Relations. Pengumpulan data melalui wawancara dan dokumen laporan. Hasil penelitian menunjukkan bahwa Concentrix sebagai penyedia jasa Call Center (Driver Care Unit) PT. Gojek menerapkan berbagai cara dan strategi dalam penanganan keluhan Driver Gojek. Implementasi berfokus kepada kualitas Agent Call center yang ditingkatkan dan diperhatikan secara berkelanjutan melalui berbagai pelatihan seperti cara menyapa Driver, menjawab pertanyaan Driver, memahami dan membantu permasalahan Driver.

Dapat disimpulkan bahwa Implementasi yg dijalankan oleh Concentrix dalam menangani keluhan mitra yaitu dengan menyapa Driver, menjawab pertanyaan Driver, memahami dan membantu permasalahan Driver, yang didapat dari pelatihan, pengadaan materi terbaru, serta monitoring atau pengawasan sebagai sarana evaluasi yang dapat mempertajam keahlian dan mengembangkan kemampuan diri Agent Call Center, sehingga dapat memberikan kepuasan Driver terhadap pelayanan Call center.

Keywords: Implementation, Stakeholders, Call Center, Complaint Handling

ABSTRACT

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Study Program : Ilmu Komunikasi
Thesis Title : Implementation of Stakeholder Relations through Driver Care Unit of PT Gojek Indonesia (Descriptive Study of Call Center/Driver Care Unit Management of PT Gojek Indonesia by Consentrix in 2023)
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The Call Center has an important role in a company in handling complaints submitted by consumers or partners. The aim of this research is to describe and analyze the Implementation of Stakeholders Relations through the Driver Search Unit of PT. Indonesian GoJek. This type of research is descriptive research using a qualitative approach.

Research uses the concept of Digital Communication and Stakeholder Relations. Data collection through interviews and document reports. The results showed that Concentrix as a Call Center (Driver Care Unit) service provider for PT. Gojek applies various methods and strategies in handling Gojek Driver complaints. Implementation focuses on the quality of Call center Agents which is improved and paid attention to on an ongoing basis through various trainings such as how to greet Drivers, answer Driver questions, understand and assist Driver problems.

The conclusion is that the implementation carried out by Concentrix in handling partner complaints is by greeting Drivers, answering Driver questions, understanding and helping Driver problems, which are obtained from training, procurement of updated materials, and monitoring or supervision as a means of evaluation that can sharpen skills and develop capabilities Self Call Center Agent, so as to provide Driver satisfaction with Call center services.

Keywords: Implementasi, Stakeholders, Call Center, Complaint Handling