

## ABSTRAK

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Program Studi : Ilmu Komunikasi  
Judul Laporan Skripsi : *Aktivitas Customer Relationship Management (CRM) PT Sari Coffee Indonesia (Starbucks) Di Cipinang Mall*  
Pembimbing : Riki Arswendi, M. Ikom

Peminum kopi di Indonesia khususnya di Jakarta kian meningkat dan keberadaan kafe modern akan turut tumbuh bersama dengan tren tersebut. Manajemen hubungan pelanggan atau *Customer Relationship Management (CRM)* merupakan hubungan kerjasama antara pihak penyedia dengan pelanggan sehingga kedua belah pihak saling menguntungkan. Program CRM yang dilakukan oleh Starbucks salah satunya adalah Starbucks Reward Loyalty Program.

Teori yang terdapat dalam penelitian ini yaitu *Customer Relationship Management (CRM)* dengan pendekatan yang menyeluruh untuk menciptakan, memelihara, dan mengembangkan hubungan dengan pelanggan.

Pada penelitian ini, peneliti menggunakan Paradigma Post-positivisme untuk menyelidiki dan memahami aktivitas *Customer Relationship Management (CRM)* yang dilakukan oleh Starbucks dengan metode pengumpulan data yang digunakan adalah wawancara dan dokumentasi.

Berdasarkan hasil penelitian wawancara yang dilakukan, untuk meningkatkan *Customer Relationship Management (CRM)* yang dilakukan oleh Starbucks dalam *customer retentions* adalah *Birthday Treats, New Member, Get IDR 20K Beverage, Top Up IDR 300K Get 30 Bonus Starts, Mobile Order, Time To Tumbler, Brew Me At Home, Access To Pre-Sale, Monday Double Stars, Treat n'Repeat, Weekend Well Spent.*

**Kata Kunci:** *Customer Relationship Management (CRM), Customer Retentions, Kualitatif.*

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*The coffee consumption in Indonesia, especially in Jakarta, is steadily increasing, and the presence of modern cafes is growing along with this trend. Customer Relationship Management (CRM) is a collaborative relationship between service providers and customers that mutually benefits both parties. One of the CRM programs implemented by Starbucks is the Starbucks Reward Loyalty Program.*

*The theory explored in this research is Customer Relationship Management (CRM) with a comprehensive approach to creating, maintaining, and enhancing customer relationships.*

*In this study, the researcher utilizes the Post-positivism paradigm to investigate and understand the activities of Customer Relationship Management (CRM) carried out by Starbucks, with data collection methods including interviews and documentation.*

*Based on the results of the interview research, Starbucks employs various strategies to enhance Customer Relationship Management (CRM) particularly in customer retentions. Some of the strategies include Birthday Treats, New Member, Get IDR 20K Beverage, Top Up IDR 300K Get 30 Bonus Stars, Mobile Order, Time To Tumbler, Brew Me At Home, Access To Pre-Sale, Monday Double Stars, Treat n'Repeat, and Weekend Well Spent.*

**Keywords:** *Customer Relationship Management (CRM), Customer Retentions, Kualitatif.*