

ABSTRAK

Tugas akhir ini menginformasikan strategi penanganan keluhan pelanggan klien dalam pemasaran digital dan biro iklan. Metode yang digunakan adalah metode kualitatif; data penelitian diperoleh dari studi lapangan dan studi literatur. Dalam studi lapangan, penulis melakukan observasi dengan melakukan program magang di agen pemasaran dan periklanan digital, Ideoworks.id. Program magang dilakukan dalam jangka waktu 3 bulan dan penulis mewawancarai beberapa staf tentang penanganan keluhan. Dalam studi literatur, penulis mengumpulkan data dengan membaca kitab suci, artikel, dan jurnal yang berkaitan dengan topik penelitian. Selain itu, penulis juga mengamati akun media sosial Bank Sinarmas dan Wowbid. Data yang diperoleh dikompilasi dalam hasil penelitian. Hasil penelitian disusun dan dianalisa untuk ditampilkan. Strategi penanganan keluhan meliputi: Klasifikasi, meningkatkan informasi tentang produk, membuat *FAQ*, membuat nama panggilan dan memberi tahu klien jika tindak kriminal dilaporkan. Strategi ini meminimalisir kesalahan dalam menangani keluhan bagi petugas media sosial sehingga klien dapat mencapai tujuan mereka yaitu mengembangkan bisnis di dunia digital.

Kata kunci: Strategi, Penanganan Keluhan, Media Sosial, Ideoworks.id, Agensi.

ABSTRACT

This final paper informs the strategy of handling clients' customer complaints in digital marketing and advertising agency. The method used is qualitative method; the research data were obtained from field study and literature study. In field study, the writer did observation while doing internship in the digital marketing and advertising agency, Ideoworks.id. The internship was done in 3 months and the writer interviewed several staff regarding handling complaints. In literature study, the writer collected data by reading holy book, articles, and journals related to the topic of the research. In addition, the writer also observed social media account of Bank Sinarmas and Wowbid. The data obtained were compiled in the result of study. The result of study were arranged and analyzed in this final paper. The strategies of handling complaints includes: classifying style and manner, creating nickname, creating FAQ, and informing clients if crime such as lost and found ATM card or fraud is reported. These strategies minimize error in handling complaints for social media officer so that client could reach their goals which is developing business in digital network.

Keywords: Strategy, Handling Complaints, Social Media, Ideoworks.id, Agency.