

INTISARI

Perkembangan teknologi masa kini membawa babak baru pada dunia bisnis. Selain mencari pelanggan baru, perusahaan juga harus mempertahankan dan menjalin komunikasi yang baik dengan pelanggan setia. Jumlah pelanggan pada masa kini terus bertambah dengan jumlah *customer service* yang semakin berkurang di tengah persaingan bisnis yang ketat. Loyalitas pelanggan terhadap *brand* perusahaan akan diperoleh melalui peran *customer service* dan penerapan *Customer Relationship Management (CRM)*. Perkembangan teknologi informasi dan komunikasi ikut menciptakan media *chatbot* sebagai *customer service* untuk menggantikan peran manusia di ruang virtual. Penelitian ini bertujuan untuk mendeskripsikan bagaimana penerapan *CRM* menggunakan media *chatbot* sebagai layanan *GraPARI Virtual* di PT. Telkomsel. Penelitian kualitatif dilakukan dengan metode studi kasus atas data primer, data sekunder, dan wawancara dengan partisipan yang kompeten di PT. Telkomsel. Teknik analisis data kualitatif dilakukan dari pengumpulan data, reduksi data, penyajian data, sampai dengan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa penerapan *CRM* menggunakan media *chatbot* sebagai bagian dari *GraPARI Virtual* telah berjalan dengan baik sesuai dengan komponen pendukung *CRM* yaitu *people*, *process*, dan *technology*. Sehingga komunikasi *chatbot* telah mendukung *CRM* untuk memberikan pelayanan dan menjaga hubungan dengan pelanggan. Proses komunikasi *chatbot* secara verbal-tertulis atau *text-based* melalui *Computer Mediated Communication (CMC)* telah berjalan dengan baik, akan tetapi masih dibutuhkan upaya untuk mengoptimalkan komunikasi *chatbot* secara non-verbal atau *context-based*. Penelitian ini berkontribusi pada kajian *CRM* menggunakan media *chatbot* untuk meningkatkan pelayanan dan menjaga hubungan pelanggan, serta hubungannya dengan *CMC* sebagai pola komunikasi di ruang virtual.

Kata kunci: *Customer Relationship Management, Chatbot, Computer Mediated Communication.*

ABSTRACT

The development of the technology has changed the business sphere. A company's communication try to keep the customer loyalty and increasing new customers. In order to remain competitive in marketplace, the increasing number of customer have also brought an increase in customer service. Companies that successfully implement customer service and Customer Relationship Management (CRM) will reap the reward in customer loyalty. The possibility of a chatbot to solve customer service issues has created from the advances in information and communication technology. This research aim to describe CRM implementation through chatbot as a *GraPARI Virtual* in PT. Telkomsel. This qualitative research conducted a case study of primary and secondary datas. Depth interview with the responsible person in PT. Telkomsel also conducted to support the evidence of the case study. The qualitative data analysis starts by collecting datas, data reduction, data presentation, and also making a conclusion. The research result shows that CRM implementation with combination of people, process, and technology through chatbot as a *GraPARI Virtual* was done well. Results of the research showed that CRM implementation is to retain customer through chatbot communication and give satisfaction to the services provided. The process of chatbot communication almost entirely verbal or text-based through Computer Mediated Communication (CMC), but efforts are still needed to optimize chatbot communication with nonverbal or context-based interaction. This research have great potential to contribute to the literature of how CRM retain customer through chatbot communication and give satisfaction to the services provided, as well as its relationship with CMC as a communication model in virtual space.

Keywords: Customer Relationship Management, Chatbot, Computer Mediated Communication.