

Strategi customer relations Panti Sosial Sasana Tresna Werdha Budi Mulia V Jelambar Jakarta Barat melalui pendekatan model communicative competence = Customer relations strategy of Panti Sosial Sasana Tresna Werdha Budi Mulia V Jelambar Jakarta Barat with a model of communicative competence approach

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Abstrak

**ABSTRAK**

Tujuan dari penelitian ini adalah untuk menggambarkan strategi customer relations Panti Sosial Sasana Tresna Werdha V Jelambar Jakarta Barat melalui pendekatan model communicative competence. Keterbatasan lansia di periode usia lanjutnya menuntut penulis untuk menggunakan model communicative competence sebagai acuan dalam membuat strategi customer relations. Penelitian ini menggunakan metode wawancara mendalam dengan strategi penelitian studi kasus. Hasil penelitian ini menunjukkan bahwa pekerja telah melaksanakan aspek-aspek dalam model communicative competence melalui kemampuannya membaca situasi, berperan dan menetapkan tujuan dalam melakukan pelayanan sebagai implementasi strategi customer relations pada PSTW Budi Mulia V Jelambar, Jakarta Barat.

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**Abstract**

The purpose of this research is to describe customer relations strategy of Panti Sosial Tresna Werdha V Jelambar, Jakarta Barat with a model of communicative competence approach. Limitations of elderly in the period of age, continued authors to use a model of communicative competence as a reference in making customer relations strategy. This study uses in-depth interviews with case study research. As results, this study indicates that workers have carried out aspects of model communicative competence through his ability to read situation, role and set a goal of doing service as a customer relations strategy implementation at that nursing institution.