

Analisis customer engagement the body shop Indonesia melalui twitter = Analysis of the body shop Indonesia customer engagement through Twitter

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Abstrak

Makalah ini membahas tentang customer engagement yang dilakukan oleh The Body Shop Indonesia melalui twitter. Penelitian dilakukan dengan menganalisis konten twitter The Body Shop sejak tanggal 1 – 15 Desember 2012. Peneliti mengamati jumlah tweet, retweet, reply, dan perubahan jumlah followers selama lima belas hari. Jumlah tweet dikategorikan dalam empat model praktik humas Grunig serta enam indikator relasi Hon dan Grunig, yang kemudian diukur berdasarkan jumlah tweet tertinggi pada masing-masing teori. Hasil penelitian menunjukkan bahwa customer engagement yang dilakukan The Body Shop bersifat interaktif. Praktik humas yang dilakukan The Body Shop masuk dalam kategori yang paling baik, yaitu model two way symmetrical. Perusahaan selalu melakukan interaksi dengan pelanggan setiap harinya, bersikap responsif terhadap pertanyaan pelanggan, keluhan pelayanan, apresiasi kepuasan pelanggan maupun kebutuhan atas perawatan kecantikan. Hubungan yang terjalin antara The Body Shop dengan pelanggannya termasuk dalam relasi control mutuality, jenis hubungan yang berfokus untuk memengaruhi khalayak. Twitter The Body Shop selalu mengeluarkan posting yang bersifat informatif sekaligus mengajak orang-orang untuk mendukung kegiatannya. Hubungan yang terjalin berorientasi pada nilai-nilai perusahaan dan kualitas produk yang ramah lingkungan.

This paper examines the practice of The Body Shop Indonesia's customer engagement through twitter. Analysis to its twitter content was conducted from December 1 – 15, 2012. Observation was made according to number of tweet, retweet, reply, and follower for fifteen days. Numbers of tweets are categorized in Grunig's four models of public relations practice and Hon and Grunigs's six indicators of relationship, which are measured based on the highest number of tweets in each theory. The result shows that The Body Shop's customer engagement is interactive. The Body Shop's model of public relations indicates a two way symmetrical which means the company is doing great on their practice. The company is always interacting with the customer, being responsive about customer inquiries and complaints of service, shows appreciation to the customer satisfaction and their needs for product. The relationship between The Body Shop and its customer indicates control mutuality, the type of relationship which focuses to influence their target audiences. The Body Shop's twitter posts an informative content yet encourages people to support their activities. The relationship is built based on corporate values and the quality of its environmental friendly product.