

Analisis customer engagement Body Shop Indonesia melalui twitter : studi kasus akun twitter @thebodyshopindo = Analysis of customer engagement body shop Indonesia through twitter : case study twitter account @thebodyshopindo

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Abstrak

Dalam mengembangkan customer relations, praktisi Public Relations (PR) dapat melakukan berbagai cara, mulai dari meningkatkan customer relationship management hingga melakukan customer engagement. Dalam meningkatkan customer engagement dan menciptakan komunikasi dua arah antara perusahaan dan customernya, perusahaan pun memanfaatkan berbagai saluran komunikasi. Salah satu saluran komunikasi yang banyak digunakan saat ini adalah melalui media sosial. Dengan fakta tersebut, penelitian inipun ditujukan untuk mengamati customer engagement Body Shop Indonesia melalui akun twitter @TheBodyShopIndo. Pengamatan juga dilakukan untuk mengetahui tingkatan customer engagement yang dilakukan Body Shop Indonesiadiukur menggunakan tahapan customer engagement Dave Evans, mulai dari consumption, curation, creation, hingga collaboration. Setelah melakukan pengamatan selama 15 hari, peneliti menemukan bahwa Body Shop telah melaksanakan keempat tahap customer engagement yang dikemukakan Dave Evans, mulai dari consumption, curation, creation, hingga collaboration.

In order to develops customer relations, Public Relations (PR) practitioners can do many things, from managing customer relationship management until expanding customer engagement. When expanding customer engagement and creating two-way communication between enterprise and it customers, company utilize any kind of communication channels. One of the most communication channel used by enterprises is social media. Based on that fact, this research focusing to observes customer engagement Body Shop Indonesia through their twitter account, @TheBodyShopIndo. Another objective of this observation is to finds the level of customer engagement that have been done by Body Shop Indonesia, measured with customer engagement stage by Dave Evans, from consumption stage, curation stage, creation stage, until collaboration stage. After doing an observation for 15 days, researcher finds that Body Shop has implementing the four stage of customer engagement by Dave Evans.