

## ABSTRAK

Nama/NIM : Gracela Tania Almanda / 20190502066  
Judul : Analisis Strategi Digital Customer Relationships  
Manajemen Swss-Belhotel Dalam Meningkatkan Jumlah  
Pelanggan  
Konsentrasi : Public Relations

Penurunan jumlah pengunjung yang dialami Swiss-Belhotel Bogor membuat manajemen menerapkan Digital PR untuk meningkatkan jumlah pelanggan. Dengan demikian, kajian ini menjelaskan tentang Strategi Digital *Customer Relationship Management* yang dijalankan oleh Swiss-Belhotel Bogor dalam peningkatan jumlah pelanggan. Penelitian ini menggunakan metode kualitatif dengan paradigma *konstruktivis* dengan kajian studi kasus. Pengumpulan data dilakukan dengan teknik observasi, wawancara dengan Public Relation Swiss-Belhotel Bogor dan pelanggan yang menjadi SBEC member. Hasil penelitian ini menunjukkan terdapat strategi *Digital Customer Relationship Management* yang dijalankan oleh Swiss-Belhotel Bogor dalam menambah jumlah pelanggan yakni melalui identifikasi pelanggan, melakukan promosi, melihat dan memanfaatkan journey pelanggan melalui SBEC member, serta melihat feedback pelanggan. Strategi yang dilakukan terbukti berhasil meningkatkan jumlah pelanggan Swiss-Belhotel Bogor di bulan April.

Kata kunci: Customer Relationship, Digital Customer Relationship Management, Public Relation

**ABSTRACT**

Name / NIM : Gracela Tania Almanda / 20190502066  
Title : Analysis of Swiss-Belhotel Management's Digital  
Customer Relationships Strategy in Increasing the Number  
of Customers  
Consentration : Public Relations

*The decline in the number of visitors experienced by Swiss-Belhotel Bogor prompted management to implement Digital PR to increase the number of customers. Thus, this research explains the Digital Customer Relationship Management Strategy implemented by Swiss-Belhotel Bogor to increase the number of customers. This research uses qualitative methods with a constructivist paradigm with case study research. Data collection was carried out using observation techniques, interviews with Swiss-Belhotel Bogor Public Relations and customers who are SBEC members. The results of this research show that there is a Digital Customer Relationship Management strategy implemented by Swiss-Belhotel Bogor to increase the number of customers, namely through customer identification, carrying out promotions, viewing and utilizing customer journeys through SBEC members, and viewing customer feedback. The strategy implemented proved successful in increasing the number of Swiss-Belhotel Bogor customers in April.*

*Keywords:* Customer Relationship, Digital Customer Relationship Management, Public Relation