

ABSTRAK

Fokus penelitian ini adalah aktivitas *cyber PR* pada media sosial facebook dan twitter yang diterapkan oleh PT Telekomunikasi Selular dalam membangun *customer engagement*. Penelitian ini signifikan karena kehadiran media internet dapat membangun hubungan baik dan harmonis antara perusahaan dengan *customer* serta membangun merek dan memelihara kepercayaan publik. Pada tahun 2011, Telkomsel baru menggunakan media sosial serta segmen Telkomsel mulai berfokus pada segmentasi remaja sehingga menarik untuk diteliti. Oleh karena itu, rumusan masalah dalam penelitian ini adalah apa saja aktivitas *cyber PR* PT Telekomunikasi Selular serta bagaimana *cyber PR* dalam membangun *customer engagement*.

Tinjauan pustaka yang digunakan adalah internet dan *cyber public relations*, karakteristik *cyber public relations*, *cyber relations tools* serta *cyber PR* dalam membangun *customer engagement*. Metode penelitian yang digunakan adalah studi kasus dengan pendekatan kualitatif dan tipe penelitian deskriptif. Peneliti mengumpulkan data melalui wawancara mendalam (*in depth interview*) kepada *head corporate communication* dan *supervisor corporate communication* PT Telekomunikasi Selular serta melakukan observasi terhadap media sosial *official facebook* dan *twitter* PT Telekomunikasi Selular.

Hasil penelitian menunjukkan *cyber PR* PT Telekomunikasi Selular melalui media sosial menerapkan aktivitas *complain handling*, promosi, pengelolaan isu, penyusunan program acara (*events*) serta publikasi dalam membangun *customer engagement*. *Tools* yang digunakan dalam aktivitas *cyber PR*-nya adalah facebook dan twitter. Selain itu aktivitas *cyber PR* PT Telekomunikasi Selular dalam membangun *customer engagement* belum digunakan dalam setiap tahap proses *engagement*.

Kata Kunci: *Cyber Public Relations*, PT Telekomunikasi Selular, *Customer Engagement*

ABSTRACT

The focus of this research is the activity of cyber PR in social media such as Facebook and Twitter which are applied by PT Telekomunikasi Selular to build the customer engagement. This research is significant as internet is able to engage both company and customer together, build the company's brand, and maintain the public's trust. 2011, Telkomsel is considered as a new player that use social media. It focuses on youth market so that it is worth to be studied. Therefore, the background of this research is the activities of cyber PR from PT Telekomunikasi Selular and how cyber PR could build the customer engagement.

Internet and cyber public relations, cyber public relations characteristic, cyber relations tools, and cyber PR are used as the study references to build the customer engagement. Qualitative approach in a study case and descriptive research are used as research method. The researcher gathered data through in depth interview to Head Corporate Communication and Supervisor Corporate Communication of PT Telekomunikasi Selular, also by observing the official Facebook and Twitter of PT Telekomunikasi Selular.

The result of this research shows that cyber PR of PT Telekomunikasi Selular, through social media, executed the activities such as complain handling, promotions, issues management, events organizing, and publication to build the customer engagement. Facebook and Twitter are used as the tools of the activities of cyber PR. Moreover, the activities of cyber PR of PT Telekomunikasi Selular to build customer engagement are not used process of engagement.

Keywords: *Cyber Public Relations, PT Telekomunikasi Selular, Customer Engagement*