

ABSTRAK

Di Indonesia minuman bir termasuk ke dalam minuman beralkohol yang mendapat perhatian khusus dalam pemasaran dan pendistribusian produknya. Oleh karena itu minuman bir yang termasuk dalam minuman beralkohol memiliki beberapa regulasi yang mengatur mulai dari larangan beriklan di media massa hingga proses pendistribusian. *HoutenHand Coffee & Beer* yang menggunakan konsep *Public House*. *Houtenhand Coffee & Beer* berdiri sejak pertengahan 2012 menjadi salah satu café yang menjadikan produk bir sebagai daya tarik mereka. Untuk itu, penelitian ini bertujuan untuk melihat bagaimana strategi komunikasi *customer relations* *HoutenHand Coffee&Beer* dalam membangun *brand loyalty* terhadap penikmat bir. Penelitian ini merupakan penelitian kualitatif dengan menggunakan metode studi kasus. Tipe penelitian ini adalah penelitian deskriptif yang didukung dengan Teknik pengambilan data melalui wawancara dan observasi. Hasil dari penelitian ini ditemukan bahwa *HoutenHand Coffee&Beer* melakukan kegiatan *customer relations* dengan berkomunikasi lisan secara langsung (tatap muka) dan juga menggunakan media sosial seperti *Twitter* dan *Instagram*. *HoutenHand Coffee&Beer* memiliki program untuk membangun *brand loyalty* melalui dukungan dan bantuan terhadap musisi atau seniman yang kekurangan biaya dengan memberikan ruang untuk melakukan konser dan *HoutenHand Coffee&Beer* memberikan margin dari penjualan bir yang di dapat dari pada hari tersebut.

Kata Kunci: *Customer Relations, Brand Loyalty, HoutenHand Coffee&Beer*

ABSTRACT

In Indonesia beers included in the alcoholic drinks are of particular interest in the marketing and distribution of its products. Therefore beers are included in alcoholic beverages has several regulations governing the start of the ban on advertising in the mass media to the distribution process. HoutenHand Coffee&Beer that uses the concept of Public House. Houtenhand Coffee&Beer established since mid-2012 became one of the café that makes beer products as their attractiveness. Therefore, this study aimed to see how customer relations communications strategy HoutenHand Coffee&Beer in building brand loyalty to the beer connoisseur. This study is a qualitative study using the case study method. This type of research is descriptive research that is supported by the data collection technique through interviews and observations. The results of this study found that HoutenHand Coffee&Beer conducting customer relations with direct oral communication (face to face) and also using social media such as Twitter and Instagram. HoutenHand Coffee&Beer has a program to build brand loyalty through support and assistance to musicians or artists are underfunded by giving space to do concerts and HoutenHand Coffee&Beer margins from the sale of beer in the can of the day. Beer conducting customer relations with direct oral communication (face to face) and also using social media such as Twitter and Instagram. HoutenHand Coffee&Beer has a program to build brand loyalty through support and assistance to musicians or artists are underfunded by giving space to do concerts and HoutenHand Coffee&Beer margins from the sale of beer in the can of the day. Beer conducting customer relations with direct oral communication (face to face) and also using social media such as Twitter and Instagram. HoutenHand Coffee&Beer has a program to build brand loyalty through support and assistance to musicians or artists are underfunded by giving space to do concerts and HoutenHand Coffee&Beer margins from the sale of beer in the can of the day.

Keywords: *Customer Relations, Brand Loyalty, HoutenHand Coffee&Beer*