

ABSTRACT

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PR Strategy PT. Tiki Jalur Nugraha Ekakurir (JNE) In Responding To Customer Complaints.

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(xi+44+attachments)

In current developments, courier services in Indonesia are starting to grow very rapidly. There are quite a lot of companies operating in the courier service sector, not only limited to State-Owned Enterprises (BUMN), but Regional-Owned Enterprises (BUMD) or cooperatives and the private sector can enter into increasingly competitive because all forms of business and private entities can enter. courier business without any restrictions. Of the several companies operating in the shipping services sector, one of them is the name JNE which is already attached and known to almost all groups in Indonesia in particular. In this research, the researcher focused on PR/Public Relations of PT. Tiki Lintas Nugraha Ekakurir (JNE) in dealing with customer complaints to remain visible/impressive in the eyes of customers. Therefore, understanding strategies for dealing with customer complaints and establishing good relationships with customers is one of the skills of a PR/PR person. The theory used is communication theory, customer relations theory according to Morisson and the concept of strategy by Ahmad S. Adnanputra referring to cutlips. The type of research used is descriptive with a qualitative approach. Descriptive research methods aim to collect detailed actual information that describes existing symptoms. Through in-depth interviews with sources and combining notes in the field as well as existing data and information. The research results show that from 5 detailed strategies based on Ahmad S. Adnanputra's concept regarding public relations strategies in handling customer complaints, Public Relations of PT. The conclusion of this research is the Public Relations Strategy of PT. Tiki Lintas Nugraha Ekakurir (JNE) in dealing with complaints such as late delivery, damage to goods received & incorrect destination addresses. However, to pamper customers in the future, JNE must make further innovations in an effort to make it easier for customers to submit complaints.

(Bibliography, 2005 – 2018)