Social CRM Analysis with Netnography Methods for Increasing Customer’s Confidence (A Study Case: PT. Telkom Indonesia)

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ABSTRACT

PT Telkom Indonesia is one of the internet service providers which has many consumers. Looking at the increasing social media user, therefore social media can be used as a media to increase the CRM that PT Telkom Indonesia has. Social CRM is a renewal from the CRM that has been applied before in PT Telkom Indonesia to support its business process. The data collection and the analysis stage use netnography method, where the analysis will be done toward the postings in twitter and online interview. This research is focused more to the correlation and interaction to the costumers online, and the method used is netnography to minimize the purpose of the social media in increasing the social CRM. The result of this research is to give a description of CRM social application so that the company is able to weave a good relationship and fulfill what customer need.

Keywords: Netnography, Social CRM, Social Media.