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Judul : Pengelolaan *Volunteer* Gen Fair 2014 Sebagai Strategi CRM Radio 98.7 Gen FM untuk Meningkatkan Loyalitas Pelanggan Radio 98.7 Gen FM

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### ABSTRAK

Menjalin hubungan dengan pelanggan merupakan salah satu hal yang penting dalam keberlangsungan bisnis perusahaan. Sehingga, diperlukan strategi *customer relationship management* (CRM) yang dapat menciptakan loyalitas pelanggan. Keterlibatan *volunteer* dalam *special event* Gen Fair 2014 menjadi salah satu bagian dari strategi CRM Radio 98.7 Gen FM untuk menjalin hubungan jangka panjang dan menciptakan loyalitas pelanggan. Loyalitas yang diinginkan sebagai hasil dari strategi CRM tersebut membutuhkan suatu pengelolaan.

Penelitian ini dibuat untuk menganalisis tahapan pengelolaan *volunteer* Gen Fair 2014 sebagai strategi CRM Radio 98.7 Gen FM dan bagaimana pengelolaan tersebut dapat menghasilkan loyalitas pelanggan pada *volunteer* sebagai hasil yang diharapkan dari strategi CRM. Radio 98.7 Gen FM merupakan salah satu stasiun radio yang sejak 2007 selalu menyajikan musik lokal (Indonesia) terbaru untuk para pendengarnya yang disapa *Sobat Gen*. *Volunteer* Gen Fair 2014 merupakan para *Sobat Gen* yang turut mendukung pelayanan Radio 98.7 Gen FM pada saat *special event* Gen Fair 2014 berlangsung.

Penelitian ini menggunakan metode kualitatif deskriptif, di mana penulis melakukan wawancara mendalam dan observasi untuk mendapatkan sumber data. Hasil penelitian menunjukkan bahwa keterlibatan *Sobat Gen* sebagai *volunteer* di Gen Fair 2014 dapat dikategorikan sebagai strategi CRM dan pengelolaan *volunteer* Gen Fair 2014 memiliki peran terhadap loyalitas pelanggan.

**Kata kunci:** *volunteer*, *volunteer management*, *customer relationship management*, loyalitas pelanggan, radio.

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### **ABSTRACT**

*Maintaining relationship with customers is one important thing in company's business sustainability. Thus, customer relationship management is needed to create customer loyalty. The involvement of volunteers in special event of Gen Fair 2014 is a part of 98.7 Gen FM radio's CRM strategy to maintain long-term customer relationship and to create customer loyalty. Expected loyalty as the output of CRM strategy needs a management. This research is conducted to analyze the step of Gen Fair 2014's volunteer management as 98.7 Gen FM's CRM strategy and how the management can result customer loyalty to the volunteers as the expected result of CRM strategy. Gen FM is a radio station that provides Indonesian local musics since 2007 to their listeners named Sobat Gen. Gen Fair 2014 volunteers are the Sobat Gen that supports 98.7 Gen FM service during special event of Gen Fair 2014 took place.*

*This research used qualitative descriptive method whereas writer conducted deep interview and observation to gain data source. Result shows that the involvement of Sobat Gen as volunteers in Gen Fair 2014 can be categorized as CRM and the volunteer management take role in customer loyalty.*

**Key words:** *volunteer, volunteer management, customer relationship management, customer loyalty, radio.*