

# Customer Relation Management of Setara Media Kreasi in Achieving Brand Awareness

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## ABSTRACT

One concept or strategy that is often used to improve services and promotions is Customer Relationship Management (CRM). In Yogyakarta, there are several broadcasting and media production companies, one of which is Setara Media Kreasi. Although Setara Media Kreasi is a micro company, it already has many customers or partners who use its services even to repeat customers. The existence of increasingly fierce business competition makes Setara Media Kreasi must increase its competitive advantage to be able to achieve brand awareness, namely by applying the CRM concept. Based on this background, the researcher wants to reveal a problem, namely How Customer Relation Management of Setara Media Kreasi in Achieving Brand Awareness. The purpose of this research is to analyze the Customer Relation Management of Setara Media Kreasi in Achieving Brand Awareness. This type of research is qualitative descriptive research and uses data collection methods in the form of interviews, observation and documentation. Based on the results of the research conducted, the conclusion is that the Customer Relationship Management (CRM) strategy implemented by Setara Media Kreasi in achieving brand awareness is in accordance with the theory put forward by Kalakota and Robinson, which consists of 3 phases of acquire, enhance and retain which have been carried out well. Then the 4 levels of brand awareness in accordance with the theory of Durianto, namely unaware of brand, brand recognition, brand recall, top of mind have also been achieved well by Setara Media Kreasi. Although there is a need for improvement in terms of promotion, it is evident from the existence of repeat customers which shows that customers are satisfied with the services of Setara Media Kreasi.

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## 1. Introduction

Companies in Indonesia from year to year are growing rapidly. The rapid increase in companies has led to a high level of competition, resulting in each management must be able to manage their company optimally and professionally, in order to have good quality in the face of high competitiveness (Pradhana, 2011). A company must be able to increase its competitive advantage in order to face various existing competitions, especially with those engaged in the same industry. Therefore, to survive in the market the company is required to have a strategy that can create its advantage. In running a business, a company cannot be separated from communication, because its activities are not only carried out by one person but many people. The company must be able to build the widest possible relationship because it is a key to success. Through good communication, an organization can run smoothly and vice versa, the lack or absence of communication can have a negative impact on a company/organization (Sutarno et al., 2019).

In fierce business competition, customer loyalty is one of the keys to maintaining a company's existence. Companies that have customers with high loyalty will tend to gain existence in the industry in a longer period of time than companies that have low loyalty customers. For service companies, service quality will greatly influence and determine customer satisfaction. Companies are required to be able to provide high-quality services so that their customers get satisfaction so that they become loyal to the company. The results of research conducted by Pramana and Rastini (2016) prove that service quality has a positive and significant effect on customer loyalty. According to Kotler and Keller (2009), good service quality will lead to customer satisfaction which will encourage these consumers to make repeat purchases. This will ultimately increase consumer loyalty. So a company must have a reliable competitive advantage so that customers remain loyal to it.

Over time, the business world has changed, namely with the facilities and conveniences of the internet which causes tighter competition so that it requires companies to be able to keep up with existing technological developments. One concept or strategy that is often used to improve services and promotions is Customer Relationship Management (CRM). With the concept of CRM will help the company in maintaining its relationship with customers. For companies, Customer Relationship Management (CRM) is one of the strategies to know and understand their customers so that they can provide the best service and also build long-term relationships better. The results of Mulyaningsih's research (2013) show that customer relationship management also has a positive and significant effect on customer loyalty. CRM or customer service itself covers all aspects related to customers, as well as building and maintaining profitable relationships by providing value and satisfaction for the customers themselves. Where it consists of aspects such as: getting new customers, maintaining, and building sustainable relationships with customers (Kotler and Armstrong 2010).

With Customer Relation Management (CRM), companies can build a sense of brand recognition better to customers. Companies must have an identity that can describe the products or services produced. Brand is a product identity that is used as a measuring tool regarding whether the product is good and quality. Consumers will see the brand as the most important part of a product, and the brand can be an added value in the product (Widjaja, et al 2007). Brand becomes a tool to add value and image to the company. Therefore, it is important for companies to increase brand awareness. According to Durianto and Sugiarto (2004) Brand awareness describes the presence of a brand in the minds of consumers, which can be decisive in several categories and usually has a key role in brand equity. The role of brand awareness in overall brand equity depends on the extent of the level of awareness achieved by a brand. Through consumer awareness of a brand (brand), consumers will always know and remember the brand so that they decide to make a purchase and can even make consumers become repeat customers. Brand awareness will increase consumer purchase intention, purchase intention has a strong positive relationship with brand awareness and brand loyalty. Purchasing intentions can be increased by increasing brand awareness and brand loyalty (Malik, 2013).

Until now, the event organizing industry has progressed rapidly because it is in great demand and has promising opportunities (Bisnis.com, 2019). One of the growing businesses today is a broadcasting and media production type company. Media broadcasting and production companies are professional service providers in organizing events. This company is tasked with helping its clients to organize an event as desired. The more people who use their services to help the event run smoothly, the more they sell these services. In practice, they always make a memorandum of

understanding with their clients regarding something that is based on mutual consent so that between the client and the company no one is harmed. As a professional organization in the field of services can bridge the company in marketing promotion activities. There are many reasons why clients use these services, some use price criteria, prestige criteria, and some use work system criteria. But in reality, many clients also choose to use these services because of recommendations from friends, relatives, or anyone they trust. As quoted in the book by Any Noor (2009) entitled Event Management: "...just like any other industry, the service industry consists of users and providers. Users in the service industry are event organizers or anyone who usually uses services related to organizing events. The biggest user in organizing events is the event organizer."

In Yogyakarta, there are several broadcasting and media production companies, one of which is Setara Media Kreasi. Setara Media Kreasi is a broadcasting and media production company that was established in 2018 and focuses on providing services such as, Multi-camera production, Webinars, Virtual Graduation, Live Streaming and also Virtual Production. Supported by a professional team with more than 10 years of experience in the multimedia field, Setara Media Kreasi also has an event production team that can help design and execute events. Setara Media Kreasi always strives to provide solutions and use the best technology in the multimedia world. Setara Media Kreasi also uses premium and licensed hardware and software. Not only that, Setara Media Kreasi uses a transparent system by providing open and free consultation and advice so that clients can adjust it to their needs and budget. Although Setara Media Kreasi is a micro company, it already has many customers or partners who use its services and even repeat customers such as the following:

Figure 1. Setara Media Kreasi Profile



The existence of increasingly fierce business competition makes Setara Media Kreasi must increase its competitive advantage to be able to achieve brand awareness, namely by applying the CRM concept. Based on this background, the researcher wants to reveal a problem, namely How Customer Relation Management of Setara Media Kreasi in Achieving Brand Awareness.

## 2. Metode

The type of research used in this research is qualitative research. According to Botgar and Taylor, qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and behaviors that can be observed with this type of qualitative research. This research is descriptive, namely describing and presenting facts systematically about the actual state of the object. According to Jalaluddin Rakhmat (2016) descriptive research aims to: (1) Collect actual information in detail that describes existing symptoms, (2) Identify problems or examine prevailing conditions and practices, (3) Make comparisons or evaluations. (4) Determine what others have done in dealing with similar problems and learn from their experiences to establish plans and decisions for the future. The location in this research is at Poh Ruboh, Jl. Aster II/28, Condongcatur, Depok, Sleman, Yogyakarta 55283. The object of this research is the application of Customer

Relation Management (CRM) at Setara Media Kreasi in achieving brand awareness. The research time conducted by researchers in compiling this research began in January 2023.

The research conducted at Setara Media Kreasi used several ways of collecting data during the research process, the first with the interview method, which is the process of obtaining information for research purposes through question and answer sessions with sources. Interviews are used as a data collection technique if the researcher wants to conduct a preliminary study to find problems that must be researched, but also if the researcher wants to know things from respondents in more depth. This data collection technique is based on self-report or at least on personal knowledge and or beliefs. The informant in this research is the Admin of Setara Media Kreasi. This interview was conducted to explore how the CRM strategy implemented by Setara Media Kreasi in increasing brand awareness. The second is the observation method which is useful for obtaining data and providing explanations and detailing everything that happens. Some of the information obtained from observation is space (place), actors, activities, objects, time, events, and feelings. In this research, of course, we will look for information by observing directly in the field, namely at the Setara Media Kreasi office regarding activities or phenomena in accordance with the problem under study. Then the third is the documentation method in the form of a collection of records in the form of writing or images that show information. Documents are records of events that have passed. Documents in written form, for example, such as history of life, diaries, biographies, and policies or regulations. While documents in the form of images and works of art such as sketches, photographs, live pictures, paintings, sculptures, films, and so on. The purpose of using the documentation method is to complement the data, observations, and interviews obtained. In this study, data or information collection was carried out through documentation, namely in the form of records in the form of documents and also photographs that show information or events at Setara Media Kreasi related to the problem under study.

In obtaining data validity, researchers use source triangulation. Source triangulation is an instrument that can compare or recheck the level of trustworthiness of information obtained from different sources. Comparing interview results with related documentation. So, source triangulation is used to test the credibility of data by checking the data that has been obtained through several sources. In this study, the data obtained will be tested for credibility by checking it, namely comparing and checking whether the data from the observation, interview and documentation process can be trusted. Then the data analysis technique in this study was carried out in a systematic way. In analyzing the data, the first thing the researcher does is collect the existing ones and then identify them according to the research needs. The first data analysis technique according to Miles and Huberman is data reduction which means summarizing, choosing the main things, focusing on important things, looking for patterns and themes. Stages that can be done in data reduction are; summarizing, coding, tracking themes, making clusters, partitioning, and writing memos. Thus the data after being reduced will provide a clearer picture and make it easier for researchers to collect further data, and search for it if needed. In this study, data obtained from various sources will be summarized, selected the main points and also look for patterns that match the theme, namely the CRM strategy implemented by Setara Media Kreasi to achieve brand awareness.

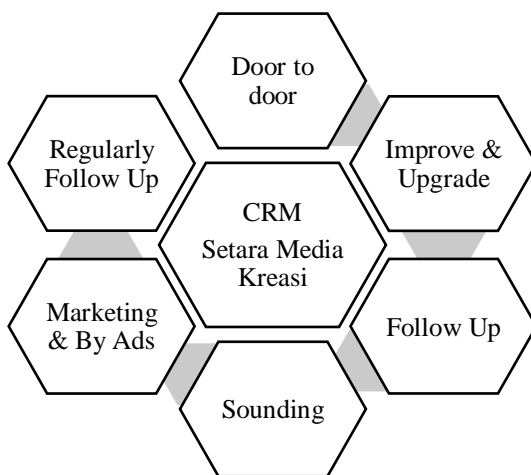
Data presentation means displaying or presenting data in the form of brief descriptions, charts, relationships between categories and data selection. The presentation of data used in this research is narrative, meaning to understand what

happened, plan further work based on what is understood from all the data that has been obtained and reduced. The conclusion in this study is to be able to answer the formulation of problems that are temporary and develop during the research process in the field, namely "How is Customer Relation Management Setara Media Kreasi in Achieving Brand Awareness?". Conclusions from the research are presented in the form of a picture that was initially unclear but became clear and can be in the form of causal and interactive relationships. Drawing conclusions and verification is done after the field.

### 3. Result and Discussion

Planning Setara Media Kreasi's Customer Relation Management strategy, the first thing that Setara Media Kreasi does is marketing. The marketing is done through social media such as Instagram, linked in, and Facebook. Then do advertising in order to get rich and besides that, Setara Media Kreasi also approaches its marketing targets one by one or can be called the term door to door via whatsapp and linked in. That's where Setara Media Kreasi offers its services, then if the result is a deal, there will still be regular follow-ups for customers who can be approached again, for example like EO or WO who can still repeat orders. The targets of Setara Media Kreasi's CRM program are EOs, WOs, campuses, schools and sometimes there are EOs who actually already have live streaming and audio but not a few of them sub to others so there is a possibility that Setara Media Kreasi can be subbed by them, so they are still included.

Figure 1. Setara Media Kreasi's Customer Relation Management strategy

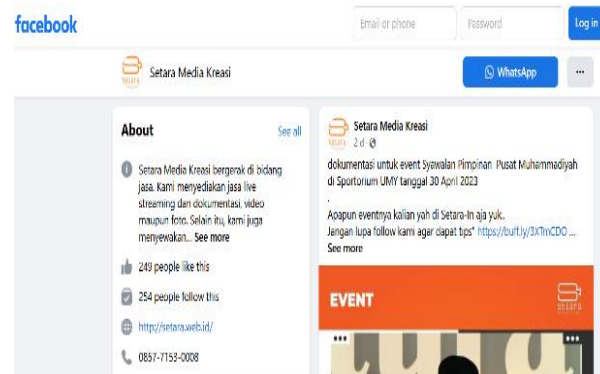


By using social media while involving technology, it will make it easier for Setara Media Kreasi to find out about customers. This is because many people already use social media and there are also several companies that use social media as a means to promote their services or products so that people who use social media are interested in using the services or products of the company. Through social media, Setara Media Kreasi can also expand its customer reach so that it will have an effect on increasing the sales volume of its services. Therefore, social media is a very important tool to improve the brand marketing of Setara Media Kreasi.

Figure 2. Instagram Setara Media Kreasi



Figure 3. Facebook Setara Media Kreasi



To get new customers (acquire), Setara Media Kreasi does door to door, approach one by one can be from EO, WO, hotels, places that can be invited to work together including schools that have never been invited. This is done by Setara Media Kreasi to provide easy access to information to potential customers and with innovation and attractive services will play an important role in getting new customers. Then in increasing customer value (enhance) as much as possible in every event can always be better, so for example from the previous event there are shortcomings, Setara Media Kreasi will improve again so that in the future the same mistakes do not occur again. Then Setara Media Kreasi also always upgrades all the equipment needed and is maintained if there are tools that are more efficient and can be owned then it will be attempted. Because efficient tools have a long effect not only facilitate man power but will also produce settings that may be faster and can increase customer satisfaction. By providing the best service, the relationship between Setara Media Kreasi and its customers will improve.

If it has succeeded in increasing customer value (enhance) then Setara Media Kreasi must be able to retain existing customers (retain). What Setara Media Kreasi does is to continue to follow up with them even though it has been completed, asking whether there are shortcomings and input that they want to convey or not. After that, keep following up regularly and follow their Instagram social media so that they can find out when there will be another event. If it turns out that they have not received news, Setara Media Kreasi will approach them first, for example there are signs when they will hold an event but have not been given news, Setara will ask first about when there is the closest event or it could also be before after the event is followed up again when there will be the closest event, so it is more of a personal approach. If customers want to know information about Setara Media Kreasi, they can check it through Instagram, the website, and also directly to Setara's customer service.

The purpose of the implementation of CRM Setara Media Kreasi is to get new customers and also to retain existing customers, because if not through CRM how else to get customers while the main business is from customers so if not from customers then from whom else. For this reason, this CRM strategy is very important for Setara Media Kreasi, so doing CRM is an important step that can be done. The way Setara implements the CRM strategy is in several ways, for example there are customers who use Setara's services for weddings, then Setara will automatically have the data and usually Setara will give anniversary greetings. Then Setara Media Kreasi also often holds promos that are in accordance with the target, such as to WO and EO usually Setara will give cashback because indirectly they provide new clients for Setara Media Kreasi. In addition, to support the implementation of CRM Setara Media Kreasi utilizes Google Calendar, Trello for man power and marketing integration, Instagram (sometimes reminded if there is a memory event, one of which is an anniversary). And the one in charge and responsible for implementing technology in the CRM program at Setara Media Kreasi is Management, but only just directing it. For operations, the staff is still there, there are admins for communication with leads and clients and designers to help in creating content etc.

Setara Media Kreasi has client handling which is the job of marketing/admin. So if there is a problem at the event, it depends on who it is held by because there are 2 customer service numbers. For customer complaint problems rarely occur, because usually problems that occur such as the internet, power outages during the event, which are out of control. The obstacles that occur in the implementation of CRM at Setara are the absence of marketing that can bring one by one in person or during the event accompany directly at the venue. Because so far it can only be by phone by WA only online. So the closeness that is built is not as intimate as in person. Setara Media Kreasi still conducts sounding through Instagram, LinkedIn, Website, and there are also marketing who send proposals, this is done so that customers are aware of their existence (unware of brand) Setara also introduces itself (brand recognition) directly and indirectly to customers, which is done by marketing and by ads. In order for customers to always remember themselves (brand recall), Setara Media Kreasi does it by regularly following up which is usually once a month reminded. Because in essence the slogan is "never give up before being Blocked and also this business is not a daily necessity, so if the theory is that people need to be reminded, namely 7 times reminded usually in 7 times there must be something concerning" so as to make Setara Media Kreasi at the top of the minds of customers (top of mind). After the implementation of the CRM program, of course there is an impact. The obvious impact is the positive feedback and engagement from customers. Not only that, customers have also increased at least every year there must be new clients and of course old clients still survive. This can be seen from some testimonials from customers who have used the services of Setara Media Kreasi as follows:

Figure 4. Setara Media Kreasi website



## Testimoni

Sudah beberapa kali menggunakan jasa SETARA. Hasil yang diberikan sangat sesuai dan harga yang diberikan kompetitif, cocok dan rekomendasi!



Sangat puas dengan layanan yang Professional dan Kualitas hasilnya keren sekali!

Anissa Maharani



Rafi Adiputra

Based on the results of this study with previous researchers, it can be seen that Customer Relationship Management (CRM) significantly has a positive effect on the company. Both improve service quality by providing the best service, then also maintain communication with customers and conduct work evaluations. In previous researchers there was still a lack of feedback from customers, but in this study it emphasizes the application of CRM to achieve brand awareness as seen from customer responses and feedback, namely by repeat customers and promotions or marketing carried out through social media.

#### 4. Conclusion

The Customer Relationship Management (CRM) strategy implemented by Setara Media Kreasi in achieving brand awareness is in accordance with the theory put forward by Kalakota and Robinson, which consists of 3 phases of acquire, enhance and retain which have been carried out well. Then the 4 levels of brand awareness in accordance with the theory of Duriyanto, namely unaware of brand, brand recognition, brand recall, top of mind have also been achieved well by Setara Media Kreasi. Although there is a need for improvement in terms of promotion, it is evident from the existence of repeat customers which shows that customers are satisfied with the services of Setara Media Kreasi. Then for the impact caused by the implementation of Customer Relation management (CRM), namely the existence of positive feedback and engagement from customers. Not only that, customers also increase at least every year there must be new clients and of course old clients still survive.

Suggestions from researchers are that Setara Media Kreasi is expected to improve and improve its marketing, especially in terms of closeness which is still not in person so that it can be in person. Then Setara Media Kreasi is also expected to continue to improve the Customer Relationship Management (CRM) that has been implemented, because if this application is not implemented properly and maximally, it is feared that customers will not feel satisfied and certainly cannot achieve brand awareness. For further researchers who are interested in problems that may be almost the same or similar, can present this research proposal as reference material or references for their research.

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