THE POWER OF TWITTER TO PERFORM INNOVATIVE CUSTOMER RELATIONSHIP MANAGEMENT: A CASE STUDY OF PT.BEER GARDEN INDONESIA AND PT. HANSAE YES24 INDONESIA

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Abstract

The objective of this thesis research is perform an in-depth study and analysis of power of Twitter eminently able to be the appropriate solution for most of company’s problem on small business industry on reaching out to the customer in meaningful way without breaking out the social norms in the society. Moreover, Twitter here seen in new perspective point of view not only as the right breakthrough online platform to implementing Customer Relationship Management through virtual dialogue communication with the consumers but also as the valuable business tool to listen to the customer’s need and wishes in order to provide the worthy company’s product & services that satisfy the fulfillment of customers.

The qualitative data method is the fundamental principal data gathering of this thesis research which perform flexible approach to provide the answer to the hypothesis and extensively assessing the measurement from diverse techniques and point of view to provide the valuable answers and inclusive study analysis principally on Twitter innovation to perform interactive and strong CRM for companies which performing in small business industry in Indonesia. In order to achieve the research objective, this
thesis research will be conducted with 2 varying qualitative methods which are interviews and observation.

The result of this thesis research will prove the by implementing the innovation of Twitter to perform interactive Customer Relationship Management can increase customer trust and loyalty for PT. Beer Garden Indonesia (@beergarden_jakarta) and PT. Hansae Yes24 Indonesia (@yes24indonesia).

The conclusion of the thesis research will provide the best strategy which produce worthy value of Twitter to perform interactive and strong CRM for companies and its customers on small business industry in Indonesia.

Keywords: Twitter, Interactive CRM, Strong CRM, Companies, Customers, Indonesia, Small Business Industry, Marketing, Online Social Media