

**CUSTOMER RELATIONS STRATEGY CV. TOTAL
COMPUTER SRAGEN TO MAINTAIN CUSTOMER
LOYALTY IN 2021**

ACADEMIC JOURNAL RESEARCH PAPER

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree of Strata 1
Communication Studies Program Faculty of Social and Political Sciences
University of Muhammadiyah Yogyakarta



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**COMMUNICATION SCIENCE STUDY PROGRAM
FACULTY OF SOCIAL AND POLITICAL SCIENCE
UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA**

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Stating that the article with the title "Customer Relations Strategy CV. Total Computer Sragen to Maintain Customer Loyalty in 2021" contains no work that has ever been submitted for a bachelor's degree at a University and to the best of my knowledge there are no works or opinions that have been written and published by other people, except those referred to in writing in this manuscript are mentioned in the Bibliography. If it turns out that in this journal manuscript is found that there are some works or opinions that have been written or published by other people, I am willing to take down this journal manuscript.

Yogyakarta, 27th February 2023



Salsabila Budi Kamiliya

PREFACE

Bismillahirrahmanirrahim

All praise to Allah SWT who has given His mercy and grace in writing a thesis with Customer Relations Strategy CV. Total Computer Sragen to Maintain Customer Loyalty in 2021 as a title, so that the author can complete the thesis. This thesis was prepared to fulfill one of the requirements in obtaining a bachelor's degree at the Faculty of Social and Political Sciences, Communication Studies Program, University of Muhammadiyah Yogyakarta.

The completion of this thesis could not be separated from the guidance and support from various parties, therefore on this occasion the author would also like to thank as much as possible to :

1. Allah SWT who has given all the things to me.
2. My lovely Parents, Mr. Eko Budi Sutrisno and Mrs. Rina Irmawati, S.ST, M.Kes who have financed my education so far, and cannot be separated from the prayers and support that have been given to me.
3. Mr. Aswad Ishak, S.IP, M.Si as the supervisor who patiently provided guidance and input during the process of completing research on this thesis.
4. Mr. Dr. Fajar Jumaedi, S.Sos, M.Si as the Head of the Communication Science Study Program at the Muhammadiyah University of Yogyakarta who has provided convenience during the author's completion of the study period.
5. Committee of JCC who held a conference.
6. All my close nor not that close friends who can not be mentioned one by one. Also thanks for AMSAD friends for all the laughs, advice, sweet, and memories throughout time.

Yogyakarta, 27th February 2023



Salsabila Budi Kamiliya

PRESENTATION PAGE

All praise be to Allah SWT who has given His mercy and grace in writing a thesis with Customer Relations Strategy CV. Total Computer Sragen to Maintain Customer Loyalty in 2021 as a title, so that the thesis could be completed.

This thesis was prepared to fulfill one of the requirements in obtaining a Bachelor's degree at the Faculty of Social and Political Sciences, Department of Communication, University of Muhammadiyah Yogyakarta. The author takes this topic in the hope of providing knowledge or information to academics or the public to choose a good news by knowing the aspect and also news not only give you information they rather cause an effect like action-reaction.

In addition, the author also wants to convey a strategy that can be carried out by a company experiencing a crisis condition affected by business competition. Through an activity in the strategy can create a better chance. So, customer relations strategy is the right choice in retaining customers.

The completion of this thesis could not be separated from the guidance and support of various parties, therefore on this occasion the author would also like to thank as much as possible to:

1. Allah SWT who has given all the things to the author. Also My lovely Parents, Mr. Drs. Eko Budi Sutrisno and Mrs. Rina Irmawati, S.ST, M.Kes who have financed my education so far, and cannot be separated from the prayers and support that have been given to me.
2. Mr. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of the Communication Science Study Program at the Muhammadiyah University of Yogyakarta who has provided convenience during the author's completion of the study period.
3. Mr. Aswad Ishak, S.IP, M.Si as my thesis adviser who patiently provided guidance and input during the process of completing research on this thesis.
4. Committee of JCC 2023 who give author the chance to participate in JCC 2023, and for providing the conference.
5. All my close nor not that close friends who can not be mentioned one by one. Also thanks for AMSAD friends for all the laughs, advice, and sweet memories throughout time.
6. To my idol One Direction (Louis, Harry, Niall, Liam, Zayn), which never stopped giving support and enthusiasm indeed through the work they have provided since 2010 even though they have disbanded.

MOTTO

Cultivate an elegant mind. Have sophisticated taste, indulge in the finer things, think timeless not trendy, choose kindness over all, be extraordinarily yourself, grow with comfort.

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