

ABSTRAK

Riska Rahmawati: Aktivitas *Customer Relationship Management* Kafe Kumu Ground sebagai *Communal Space* di Tebet

Industri kafe di Jakarta yang kompetitif menuntut strategi komunikasi efektif untuk membangun citra positif, loyalitas, dan keterikatan pelanggan. Kumu Ground, kafe sekaligus ruang komunal di Tebet, berbasis model IDIC (*Identify, Differentiate, Interact, Customize*) sebagai upaya public relations untuk memahami kebutuhan komunitas, menciptakan interaksi yang bermakna, serta menyesuaikan layanan, sehingga mampu memperkuat reputasi sekaligus memposisikan diri sebagai ruang komunal yang mendukung aktivitas sosial dan kreatif, bukan sekadar tempat makan.

Tujuan penelitian ini adalah untuk mengetahui dan mendeskripsikan secara mendalam bagaimana aktivitas *customer relationship management* dijalankan oleh tim Kafe Kumu Ground sebagai *communal space* dengan menggunakan pendekatan model IDIC (*Identify, Differentiate, Interact, Customize*) yang dikemukakan oleh Peppers dan Rogers. Penelitian ini berupaya memberikan gambaran mengenai bagaimana Kumu Ground mengidentifikasi karakteristik serta kebutuhan pelanggan, membedakan segmen komunitas yang beragam, membangun interaksi yang efektif melalui kegiatan maupun media sosial, serta menyesuaikan layanan sesuai dengan kebutuhan pengunjung.

Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan paradigma konstruktivisme. Data diperoleh melalui wawancara mendalam dengan pengelola Kumu Ground, observasi partisipatif pasif terhadap aktivitas *customer relations* yang dilakukan oleh tim Kumu Ground dengan pelanggan, terutama komunitas.

Hasil penelitian menunjukkan bahwa proses *identify* dilakukan melalui observasi terhadap karakteristik dan kebutuhan komunitas. Pada tahap *differentiate*, Kumu Ground membedakan pelanggan berdasarkan jenis dan frekuensi kunjungan untuk menyusun strategi layanan yang sesuai. Tahap *interact* diwujudkan melalui komunikasi aktif baik secara langsung maupun melalui media sosial, sedangkan *customize* diwujudkan dalam bentuk penyesuaian ruang dan fasilitas sesuai dengan kebutuhan komunitas pengguna.

Berdasarkan hasil penelitian, dapat diketahui bahwa penerapan strategi *customer relationship management* berbasis IDIC di Kafe Kumu Ground mampu menciptakan pengalaman pelanggan yang lebih personal, membangun keterikatan emosional, dan memperkuat peran kafe sebagai ruang komunitas yang adaptif.

Kata kunci: *Customer Relationship Management, Kafe, Communal Space, IDIC Model, Customer Relations.*

ABSTRACT

Riska Rahmawati: *Kumu Ground Cafe's Customer Relationship Management Activities as a Communal Space in Tebet*

Jakarta's competitive cafe industry demands effective communication strategies to build a positive image, loyalty, and customer engagement. Kumu Ground, a cafe and communal space in Tebet, uses the IDIC (Identify, Differentiate, Interact, Customize) model as a public relations effort to understand community needs, create meaningful interactions, and tailor services. This helps strengthen its reputation and position itself as a communal space that supports social and creative activities, not just a place to eat.

The purpose of this study is to understand and describe in depth how the Kumu Ground Cafe team, as a communal space, implements the IDIC (Identify, Differentiate, Interact, Customize) model proposed by Peppers and Rogers. This study seeks to provide an overview of how Kumu Ground identifies customer characteristics and needs, differentiates between diverse community segments, builds effective interactions through activities and social media, and tailors services to meet visitor needs.

This study employed a qualitative descriptive approach with a constructivist paradigm. Data were obtained through in-depth interviews with Kumu Ground managers and passive participant observation of the Kumu Ground team's customer relations activities with customers, particularly the community.

The research results show that the identification process is carried out through observation of the community's characteristics and needs. In the differentiation stage, Kumu Ground differentiates customers based on the type and frequency of visits to develop appropriate service strategies. The interact stage is realized through active communication, both in person and through social media, while the customize stage is realized through adjusting the space and facilities to suit the needs of the user community.

Based on the research results, it is clear that the implementation of an IDIC-based customer relationship management strategy at Kumu Ground Cafe is able to create a more personalized customer experience, build emotional bonds, and strengthen the cafe's role as an adaptive community space.

Keywords: *Customer Relationship Management, Communal Space, IDIC Model.*