



Analysis of Customer Relationship Management at Animation Studio - PT Jiwa Muda Cipta Indonesia in Yogyakarta

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ABSTRACT

The role and function of Public Relations (PR) in carrying out tasks in the marketing sector of a digital service company, namely Animation Studio. Nowadays, managing relationships with customers is more familiarly known as Customer Relationship Management (CRM). In CRM management, a series of flows have been arranged as mentioned by Buttle, namely analysis, resource development and implementation. The data obtained in this research is the result of observation, documentation and interviews with Marketing and CEO while carrying out research at the Animation Studio. It was found that analyzes covering portfolio and customer intimacy had been run on a strong basis and implemented quite well. Likewise, the development of resources that have been designed by the CEO to develop the network and add value propositions has been carried out systematically according to procedures. As for the implementation of CRM in Animation Studio, although it is quite good, it still needs to be developed further in terms of the process to further perfect CRM within the company.

INTRODUCTION

Public Relations (PR) is "a management function that assesses public attitudes, shows policies and procedures of individuals or organizations or basic public interests and implements work plans to gain understanding and recognition from the public" (Rahastine, 2021). The field of public relations covers quite broad aspects and concerns relationships with various parties (Nasution, 2019; Silviani, 2020). In a business organization or company, public relations specifically plays a role in building communication and a positive image of the company, both to the internal and external public. The daily activities of public relations are closely related to friendly service (hospitality) as well as being a consultant who is required to provide solutions for customers. Because of the closeness of the field of public relations work to customers, it is not uncommon for the position in a company to be combined into a division, namely marketing.

According to Cutlip in his book *Effective Public Relations*, marketing itself is a management function that identifies human needs and desires, offers products and services to satisfy demand, and causes transactions to occur where the provision of the product or service will be exchanged for something of value to the provider. Cutlip also explained the difference with public relations, which is a management function that builds and maintains good and beneficial relationships between an organization and the public which influences the success or failure of the organization. Although in reality, many people who work in PR positions spend most of their time working in the marketing field (Cutlip, 1962; Gora & S Sos, 2019).

One of the areas of public relations work in a company is managing customer relationship management. Nowadays, customer relationship management in a company is better known as Customer Relationship Management (CRM). CRM exists because of the demand for systemized communication with customers. Furthermore, CRM can have a significant impact on the communication success that the Company wishes to achieve (Syakila & Ardoyo, 2021). The series of CRM processes starts from collecting customer data, identifying & analyzing customer data, developing programs and implementing CRM itself (Syahputro et al., 2024; Voutama, 2022).

CRM is essentially a company's collaborative activity with each customer to be able to create a win-win situation (Fauzi & Harli, 2017; Mubarok & Tjahjadi, 2019). Companies provide long-term valuable services to customers, and in return, they give their loyalty to the company. This process is a form of personal relationship with each customer. This personal touch will be planned in every communication program that is to be established, whether through electronic media such as chat, online meetings, email, telephone, or when meeting face to face. With CRM, all communication activities with customers can be recorded well and is very useful for supporting company decision making. A mature decision (win-win) will be implemented as problem solving by public relations practitioners as facilitators of company communication to customers. CRM is a

strategy for building relationships with customers and providing services that satisfy customers. CRM helps businesses or SMEs provide services to customers in real-time by building relationships with each valuable customer through the use of customer information. Based on what is known about customers, companies can change products, services, programs, messages and media (Syahputro et al., 2024; Ulfia et al., 2023).

Animation Studio from PT Jiwa Muda Cipta Indonesia (PT JMC Indonesia) is a company providing 2D motion graphic animation services which places the public relations function in the Marketing position under the auspices of the CEO. Marketing is responsible for identifying customers, acting as an information service provider, and creating activities or programs from the company to customers, with the ultimate goal of creating conversions (deals) and maintaining sustainable positive relationships. How to ensure that a positive relationship between the company and its customers can continue to exist well, of course requires a good strategy that can be managed effectively.

Animation Studio as a research object is a digital company in a special field, namely explainer animation creation services, for which there has been no previous research examining customer relationship management in an animation company. Animation Studio started implementing CRM more than two years ago, based on the understanding that relationships with customers can continue to be useful without time limits. The majority of Animation Studio customers come from government agencies, followed by state-owned companies and the private sector from all over Indonesia, making CRM one of the tools that must be used to maintain data and maintain customer relationships. It is proven that with stable CRM management, Animation Studio is able to establish sustainable relationships with government agencies even though the stakeholders within it have experienced regeneration or renewal. In practice, the CRM tool used by Animation Studio simply uses Google Sheets tools which are similar to Microsoft Excel, but in online format.

CRM Google Sheets Animation Studio contains a customer database that is quite general, but contains columns that are detailed enough to be able to present in-depth information. This information includes, among other things, information about when potential customers (prospects) contact Animation Studio, where they came from when they found out information about Animation Studio, information on name, agency and WhatsApp number, information on prospect needs, suitability for product choices, prospect status, prospect movements, recordings, follow-up activities, as well as additional information if needed. This database is a useful tool to support decision making by both Marketing itself and managers.

While using Sheets to manage CRM, Marketing Animation Studio may experience obstacles, one of which is direct integration with interactive communication media for chat, telephone and others which are not present as features in Sheets. For this reason, marketers continue to rely on WhatsApp as

the main communication medium with customers, both via chat and telephone. If group communication is needed with customers over long distances, Marketing uses Google Meet to facilitate this need. The role of professional personal communication carried out by Marketing is also a challenge and unique, considering that the customers they face come from various ethnicities and cultures.

This research is aimed at finding out how CRM is managed by Marketing at Animation Studio, by utilizing simple Google Sheets but with proper management it can have an impact on both the company and customers. Until the time this research was conducted, no research had been found related to CRM management specifically for the animation industry. For this reason, Studio Animation is the animation company chosen in this research. The benefit that can be drawn from this research is that it emphasizes that CRM in industry basically does not require an expensive and overly complicated system, but can be implemented simply with relatively easy tools without even additional costs.

METHODOLOGY

This research uses a qualitative-descriptive research methodology as a mindset in compiling this research because it will emphasize the depth of the data obtained. Through this research method, we can explain specifically and in depth the understanding of how to manage CRM at Animation Studio - PT Jiwa Muda Cipta Indonesia.

The subject of this research is managing the company's customer database directly, to carry out communication relationship management with Animation Studio prospects and customers. In accordance with PT Jiwa Muda Cipta Indonesia company regulations, this field of work is handled by staff who serve as Marketing. Marketing has the right to access, manage and make decisions on the company database under the supervision of superiors to determine communication steps that will be followed up with customers which are confidential and include important information for the company. Therefore, we will uphold privacy and limit information according to company regulations. This database can be accessed by Marketing via an internal Google Sheets Document which is monitored by superiors (marketing manager and CEO). Based on the criteria above, the research subject can be determined, namely one Animation Studio staff member who serves as Marketing and Mr. CEO of Animation Studio as follows (1) Brother Mohammad Budiman Dharma Karyadhika as Marketing from the Executive Team division who has worked at Animation Studio - PT JMC Indonesia for five years and (2) Mr. Yuhan Fauzan as Chief Executive Officer (CEO) and Owner of Animation Studio - PT JMC Indonesia who has started this company for ten years.

The data collection technique used was observation, interviews and documentation (Alfansyur & Mariyani, 2020; Farida, 2014). In observation activities, there are three main components that need to be considered, namely

space, actors and activities (Guntar et al., 2023; Sulisty & Zaman, 2024). Interviews in this research process will position themselves as interviewers who will ask several questions to the main (primary) data source, namely Marketing, which acts as an informant. Information comes from Marketing as staff who directly communicate with prospects and customers. The type of interview used is a semi-structured interview.

Data analysis techniques consist of reduction, data presentation and verification. The aim of this data reduction is to eliminate excessive informant data. The presentation of data obtained from the research process is in narrative form, so it needs to be simplified without reducing its content. Verification is also known as inference, the process of analyzing and refining data aimed at obtaining final results.

RESULTS AND DISCUSSION

Customer Relationship Management is an integrated series that is carried out systematically and becomes a routine activity to obtain an impact in the longer term.

Animation Studio Market Target/Target

As an animation company, Studio Animation understands that their products and services cannot be targeted to just anyone. For this reason, the company has determined who their target market is, the first is organizations, business entities, both private and state-owned. The second is the government and the third is individuals (individuals) in small numbers. Determining clear targets can help prepare CS Copy, which is one of the company's practical strategies for communicating and interacting with prospects and customers. Because the target market is dominated by companies and governments, CS Copy is adapted to a relaxed language style that suits the company's character but still has polite values according to the character of potential customers who predominantly come from business and government organizations.

Media Introduction to Animation Studio

To be able to establish good communication relationships, the company first needs to introduce itself to form a positive image for prospects. Based on a predetermined target market, Animation Studio has planned a way for the company to be widely known to prospects. One of them is the use of digital marketing using the website animationstudio.com. On this website, prospects can look for initial information and then be guided to contact Marketing via WhatsApp chat (and it is also possible via telephone or email at Animation Studio).

In other segments such as government prospects, Animation Studio is able to present complex administrative data to participate in various direct procurements and tenders via the LPSE website. This proves that the Animation Studio company is a credible and capable business entity in administrative

matters. However, matters relating to the government are not handled by Marketing, but by PT JMC Indonesia Tender Specialists, because they need to handle complex administration and require more adequate legal knowledge.

On other occasions, Studio Animation was also introduced when Business Advisors (equivalent to Marketing but specifically for IT products) made presentations to their prospects. This method is called cross selling by the CEO, Mr. Yuhan Fauzan. The three steps above are considered to be able to answer the company's introduction activities to prospects, which will then provoke communication and interaction between prospects and the company

Lead Time Contact Studio Animation

At Animation Studio, prospects can chat on the WhatsApp customer service number, namely the Marketing number, at any time (no time limit). In-depth analysis was explained by the CEO that animated products do not require special momentum such as Eid or Christmas to be used, because the internal conditions of each prospect are certainly different from each other. Therefore, it is very important for Animation Studio to ensure that the messages received by Marketing can be responded to responsively.

Online marketing generally does not recognize sleep and rest hours. Meanwhile, Marketing working hours are limited to working hours that have been approved by the government in Article 77 of the Manpower Law, namely 40 (forty) hours a week, or 8 (eight) hours a day for five days. If a prospect contacts you outside of working hours, interestingly, an auto reply has been prepared which will explain in a friendly and friendly manner a solution to continue the discussion during working hours. The auto reply is run by a third party application which helps optimize WhatsApp Business Animation Studio to be more interactive. In general, prospects will feel helped by the interactive auto reply feature, so complaints are very rare. This is a good step that the company has prepared carefully. Therefore, there are almost no prospects who don't get a response from the first message they send.

Prospect Information and Data Recording Media

The information extracted from prospects is also very complete and in-depth, starting from general identity to position, followed by extracting information related to needs, for example the time of broadcast of the animated video, location/ medium of broadcast and the main purpose of making the video, as well as video references if necessary. By collecting this information, Marketing can offer several product package options that are suitable for prospects so that the offer becomes more attractive.

Meanwhile, as a medium for recording prospect data, Animation Studio uses Google Sheets which can be accessed from anywhere online. Apart from that, the advantage of Google Sheets is that the history of data stored in the cloud can be retrieved so there is minimal risk of data loss. The information extracted from prospects can be completely recorded in this Google Sheet. It's a smart move

to utilize a no-cost online platform with unlimited features to document databases. However, this does not mean that the Google Sheet Database is without risk, the security of the data that has been stored must be taken into account, such as limiting who can access the database, and offline backups need to be carried out to become an archive of the company's internal documents. So far, the only parties who can access this Google Sheet Database are Marketing, CEO and Business Development Manager. Even though problems are very rare, sometimes Marketing finds that the internet signal is less stable, so that the process of opening data is slightly hampered. However, this can be overcome by downloading it in Excel format, so that it can be operated more smoothly and becomes backup data for Marketing.

Information Extraction Methods and Information Intimacy

To carry out information mining on prospects, Animation Studio has prepared a CS copy containing communication flow plots. This CS copy can be implemented in the WhatsApp Business fast reply feature. The CS Copy design is also designed in such a complete, persuasive and humanistic way that it doesn't feel like a robot. This certainly makes it easier and saves marketing time rather than always typing similar sentences for several prospects they are handling.

As for the intimate information obtained from the prospects themselves, it is understandable that it will vary from one prospect to another. This is normal because there are various characteristics of prospects with various needs. Intimacy of information means the depth of communication that is formed to find out the background, goals and potential that a prospect actually has in the process of making an animated video. The more intimate the discussion, the more marketing can find out about other potential needs related to making animated videos. This can be used as material for maintaining customer relationships in the future. For example, by giving an animated surprise on the customer's company birthday or reminding them to update old videos to suit the company's current conditions. Marketing has received provisions from the CEO in the form of Copy CS to be able to follow up on prospects, both active and passive or not responding, namely with a six-stage follow-up. For prospects who actively respond and are interested in continuing the collaboration, Copy CS has also provided techniques to immediately lead to a cooperation agreement between Animation Studio and the prospect.

This CS copy is part of Animation Studio's private information data, so its confidentiality is maintained. So it is approved in this case, because formulating the stages/flow of communication does not happen overnight, but requires repeated research and revision. Until this research is underway, Copy CS will continue to be developed and adapted to market demands and needs.

Resource Development

Research shows that resource development at the Animation Studio has carried out directed and systematic procedures so that it can be carried out well. This is seen through network development in Buttle's CRM theory, which is about developing information within the company. Animation Studio has implemented this very carefully and officially via internal company emails. Every new customer who has entered into a cooperation agreement can know the complete specifications of their order because they have been designed in the product packages. Information about new customer orders is announced by managers on the Animation Studio team as instructions for starting the project. Then, when executing the project, the Animation Studio team will create a WhatsApp group as a space for more in-depth discussion with customers. If material presentation is still needed, they will switch to virtual meetings using zoom, meet, and so on. This fact gives researchers the view that in fact the company's rules and procedures have been designed so carefully that the development of information into the company's internal network feels like there are no significant obstacles.

Value proposition development. Similar to network development, Animation Studio has developed a value proposition to differentiate this company from other animation companies. The development of the value proposition contained in the Animation Studio marketing canvass document makes Marketing move quickly in showing value to prospects, including production speed of 2 days, a wide range of types and complexity of animation, a flexible animation price range, and the pride or prestige of making animation in Animation Studio is like well-known brands. This all proves that Animation Studio's readiness to serve prospects and customers is more advanced for small to medium sized companies.

Application

There was a difference of opinion from the results of the interview with Buttle's CRM theory. However, these differences of opinion do not contradict each other, but rather fulfill each other.

Process According to the CEO of Animation Studio, the implementation of CRM is still at an early stage and needs further development. Meanwhile, Buttle's CRM theory, CRM at Animation Studio is in accordance with the theory, although it still needs to be developed further. CRM does not only focus on the after sales approach, but takes the form of a structured flow from the initial introduction to the prospect until after the collaboration. At Animation Studio, the resource analysis and development process has been carried out well. What needs to be completed and developed is after sales service which may also affect the previous stages if updates occur at this stage.

What the CEO said is in line with the CRM theory according to Utami, which explains that CRM is an interactive process that converts customer data into customer loyalty through several activities, namely collecting customer data, analyzing customer data and identifying target customers, developing CRM

programs, and implementing a CRM program. The processes that are not yet underway are the last two points, namely developing a CRM program and implementing it (Atmaja & Novitaningtyas, 2021; Iskandar et al., 2019).

The CRM structure that Animation Studio has implemented also has a structured work program and is Marketing's responsibility, namely promotion, selling and after sales. These three work programs prove that Marketing has carried out all stages of CRM, simply using Google Sheet media. The portion of each work program is considered unequal, and even tends to be unbalanced. However, this can be understood as a consequence of small and medium sized companies being more focused on running promotions and sales (conversion) rather than spending more time on after sales.

CONCLUSION AND RECOMMENDATION

Based on the results of the data findings and analysis, it can be concluded that the management of Customer Relationship Management (CRM) at Animation Studio - PT Jiwa Muda Cipta Indonesia is in accordance with the CRM theory guidelines put forward by Francis Buttle. This suitability has been described in three stages of CRM, namely analysis, resource development and implementation. At the analysis stage, Animation Studio has identified their target market well, which ultimately forms a communication style for prospects and customers that is relaxed but still upholds polite ethics.

Next, at the resource development stage, there are two main focuses, namely network development and value proposition development. In developing the network, Animation Studio can carry out coordination between its divisions well thanks to the package design for each order for animation video services with clear specifications.

The final stage is the implementation of CRM itself which is divided into processes and structure. The CRM management process at Animation Studio is considered to be still in the early stages by the CEO, because it is still focused on fast conversions. Apart from that, Animation Studio does not yet use a special CRM tool that is used to optimize and measure CRM. Customer relationship maintenance is still limited to keeping in touch via WhatsApp chat by sharing promo information and light education about animation by Marketing.

Of these three stages, the analysis and development carried out by Animation Studio has a strong foundation of objectives and clear procedures, so that no significant obstacles are found in the implementation process. Meanwhile, regarding the CRM implementation stage, an interesting view was found, where according to the CEO of Animation Studio, CRM at Animation Studio was still far from CRM standards in general and still gave the impression of re-promotion, rather than a more humanistic communication approach. However, if viewed from Buttle's CRM theory, the CRM being implemented is

quite complete, it only needs to be improved in after sales maintenance and optimizing CRM tools so that it can be measured better.

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