

ABSTRAK

Penelitian ini berjudul ***“ANALISIS STRATEGI CUSTOMER RELATIONSHIP MANAGEMENT MELALUI EVENT EKSKLUSIF MINI GATHERING USER MIDDLE-HIGH DI OPPO EXPERIENCE STORE RITAMALL PURWOKERTO.”*** Penelitian ini bertujuan untuk menganalisis strategi komunikasi pemasaran yang diterapkan oleh OPPO Experience Store Ritamall Purwokerto melalui penyelenggaraan event eksklusif *Mini Gathering* sebagai bagian dari implementasi *Customer Relationship Management* (CRM) dalam membangun hubungan jangka panjang dengan pelanggan.

Pendekatan yang digunakan adalah kualitatif dengan metode deskriptif. Data diperoleh melalui wawancara mendalam dengan tiga informan utama, yaitu *Sales Manager, Head Store, dan Trainer Area* OPPO Experience Store Ritamall Purwokerto, serta didukung oleh dokumentasi dan *Focus Group Discussion* (FGD). Teknik triangulasi sumber digunakan untuk menguji validitas data.

Hasil penelitian menunjukkan bahwa strategi CRM yang dijalankan OPPO melalui event *Mini Gathering User Middle-High* berfokus pada penciptaan pengalaman pelanggan (*customer experience*) yang personal dan eksklusif. Event ini tidak hanya bertujuan meningkatkan penjualan, tetapi juga memperkuat hubungan emosional antara pelanggan dan merek. Strategi komunikasi yang diterapkan mencakup perencanaan selektif terhadap tamu undangan, pendekatan interaktif saat acara, serta tindak lanjut pasca-event untuk mempertahankan loyalitas pelanggan. Selain itu, penerapan prinsip CRM terlihat dalam upaya OPPO mengelola data pelanggan, memberikan pelayanan premium, dan menjaga konsistensi citra merek melalui pengalaman langsung.

Kesimpulan dari penelitian ini menunjukkan bahwa event *Mini Gathering* menjadi sarana efektif bagi OPPO dalam menerapkan strategi komunikasi pemasaran berbasis hubungan, yang tidak hanya membangun loyalitas pelanggan tetapi juga memperkuat citra merek OPPO sebagai brand premium di Purwokerto.

Kata kunci: *Customer Relationship Management* (CRM), Strategi Komunikasi Pemasaran, Event Marketing, OPPO Experience Store, *Mini Gathering*.

ABSTRACT

This research is entitled “ANALYSIS OF CUSTOMER RELATIONSHIP MANAGEMENT STRATEGY THROUGH THE EXCLUSIVE EVENT MINI GATHERING USER MIDDLE-HIGH AT OPPO EXPERIENCE STORE RITAMALL PURWOKERTO.” The study aims to analyze the marketing communication strategy implemented by OPPO Experience Store Ritamall Purwokerto through the exclusive Mini Gathering event as part of its Customer Relationship Management (CRM) efforts to build long-term relationships with customers.

This study employs a qualitative descriptive approach. The data were collected through in-depth interviews with three main informants namely, the Sales Manager, Head Store, and Trainer Area of OPPO Experience Store Ritamall Purwokerto supported by documentation and a Focus Group Discussion (FGD). Source triangulation was used to ensure the validity of the data.

The results indicate that OPPO's CRM strategy through the Mini Gathering User Middle-High event focuses on creating a personalized and exclusive customer experience. The event is not merely aimed at increasing sales but also at strengthening the emotional bond between customers and the brand. The communication strategy includes selective invitation planning, interactive engagement during the event, and post-event follow-ups to maintain customer loyalty. Furthermore, the CRM principles are reflected in OPPO's efforts to manage customer data, provide premium services, and maintain brand consistency through direct experiences. The study concludes that the Mini Gathering event serves as an effective medium for OPPO to implement a relationship-based marketing communication strategy that not only fosters customer loyalty but also reinforces OPPO's brand image as a premium smartphone brand in Purwokerto.

Keywords: Customer Relationship Management (CRM), Marketing Communication Strategy, Event Marketing, OPPO Experience Store, Mini Gathering.