

## ABSTRACT

**Universitas Muhammadiyah Yogyakarta**

**Faculty of Social and Political Science**

**Communication Science Studies**

**Public Relations Course**

**Hasbi Mubarak As Siddiq**

**20120530247**

**Customer Relations Strategy to Keep the Customer's Loyalty in Rama Biliar Yogyakarta**

**Script Year: 2017 + 119 pages + 3 attachment + 13 pictures**

**Literature list: 12 books (year 1997-2015) + 8 internet sources**

*The entertainment place industry in Yogyakarta is getting crowded and highly competitive today, thus the company is demand to having a good and innovative strategy in increasing the service qualification for the customer. Through this research, the researcher wants to describe and try to analyze the implementation of customer relations strategy to keep the customer's loyalty in Rama Biliar Yogyakarta.*

*The research methods used in this study is a descriptive with qualitative closure that a problem solving procedure and investigate by describing the facts of research's object condition. The methods of collecting data done through the interview, observation, literature review, and documentation.*

*Based on the result of the research showed that the customer relations activity was already went well although it still had some weakness. In practice the company is capable to deal with the existing weakness with positive and responsive performance. The existing programs are appropriate with the concept of CRM (customer relationship management) which is customer oriented, so the customers feel valued and important that leads to the customers nature and behavior loyalty to the company continuesly.*

**Key Words: Strategy, Customer Relations, Customer Loyalty**