

PENERAPAN *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM) PADA KOPERASI SAWIT HARAPAN JAYA DALAM PEMASARAN TANDAN BUAH SEGAR (TBS) KELAPA SAWIT MILIK PETANI SWADAYA DI DESA RANTAU PANJANG

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Abstrak

Penelitian ini bertujuan untuk mengetahui penerapan *Customer Relationship Management* (CRM) pada Koperasi Sawit Harapan Jaya dalam pemasaran Tandan Buah Segar (TBS) milik petani swadaya. Metode penelitian yang digunakan adalah pendekatan kualitatif deskriptif. Metode pengumpulan data dilakukan melalui observasi, wawancara dan dokumentasi. Hasil penelitian ini menunjukkan bahwa koperasi menerapkan *Customer Relationship Management* (CRM) dengan memanfaatkan teknologi yang sederhana yaitu WhatsApp sebagai sarana komunikasi dan pertukaran informasi antara pengurus dan anggota. Informasi mengenai harga dan kebijakan pemasaran disampaikan secara rutin. Koperasi Sawit Harapan Jaya juga aktif memberikan edukasi dan respon terhadap pertanyaan dan keluhan anggota. Sedangkan dari sisi proses, pemasaran dilakukan dengan menjaga kualitas produk dan memastikan transaksi yang transparan. Meskipun teknologi digunakan secara sederhana, penerapan *Customer Relationship Management* (CRM) telah membantu membangun hubungan yang baik antara koperasi dan petani serta meningkatkan efisiensi pemasaran dan kualitas Tandan Buah Segar (TBS) petani.

Kata Kunci: *Tandan Buah Segar (TBS), Customer Relationship Management (CRM)*

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***APPLICATION OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
AT HARAPAN JAYA OIL PALM COOPERATIVE FOR THE MARKETING
OF FRESH FRUIT BUNCHES (FFB) FROM INDEPENDENT FARMERS
IN RANTAU PANJANG VILLAGE***

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Abstract

This study aims to examine the implementation of Customer Relationship Management (CRM) at the Harapan Jaya Palm Oil Cooperative in marketing Fresh Fruit Bunches (FFB) produced by independent farmers. The research employs a descriptive qualitative approach. Data collection was conducted through observation, interviews, and documentation. The findings indicate that the cooperative implements CRM by utilizing simple technology, specifically WhatsApp, as a means of communication and information exchange between administrators and members. Information on pricing and marketing policies is communicated regularly. Additionally, the Harapan Jaya Palm Oil Cooperative actively provides education and responds to questions and complaints from its members. Regarding the marketing process, the cooperative focuses on maintaining product quality and ensuring transparent transactions. While the technology used is basic, the implementation of CRM has helped foster strong relationships between the cooperative and farmers, enhancing both the efficiency of marketing efforts and the quality of the farmers' Fresh Fruit Bunches (FFB).

Keywords: *Fresh Fruit Bunch (FFB), Customer Relationship Management (CRM)*