

ABSTRACT

Every day there are customers who complain in Pos Indonesia's Instagram comments (@posindonesia.ig). This research aims to find out how Pos Indonesia in shaping a Social CRM strategy to overcome customer complaints on Instagram @posindonesia.ig. Theories used in this study are Social CRM elements by Jake and Mckee (2010:235) consisting of listening, responding, connecting, and collaborating. Then Circular Model of SoMe for Social Communication (share, optimize, manage, engage) by Luttrell (2018:108). This research uses a qualitative approach with descriptive types of research. Data collection techniques use in-depth interviews, observations, and document studies. The result of this study is the Social CRM strategy implemented by Pos Indonesia's internal communication and contact center covering four activities, including responding to customer complaints; social media monitoring of conversations on Instagram social media; social media content for customer socialization submits a complaint to the platform that has been provided; and fourth, namely the internal buzzer to provide positive comments in posts filled with negative comments.

Keywords: *customer complaints, instagram, Pos Indonesia, social crm.*