

ABSTRACT

Pupuk Kalimantan Timur, the largest producer of urea fertilizer in Indonesia, recently conducted a Customer Gathering event with the objective of enhancing its B2B customer relationships. This study aimed to investigate the specific strategies implemented by Pupuk Kalimantan Timur to manage B2B customer relationships through such events. The research followed a qualitative method with a case study approach, employing data collection techniques such as in-depth interviews, observation, and documentation. The analysis revealed that Pupuk Kalimantan Timur effectively executed the customer relationship management (CRM) strategy proposed by Temporal & Trott (2002) through the organization of Customer Gathering events. These events facilitated productive communication, customer profiling, utilization of customer data, understanding of customer needs and wants, development of customer potential, expansion of customer knowledge, and the application of knowledge to establish and nurture enduring B2B relationships. This endeavor transcended being a routine annual meeting and exemplified itself as a strategic tool for fostering lasting relationships with B2B customers.

Keywords: *Marketing Communication, Customer Relationship Management, Customer Gathering Event, Pupuk Kalimantan Timur*