

## ABSTRAK

**Ismi Tashilatun Ni'mah (1305904) “Penerapan Program *Customer Relationship Management* (CRM) di Perpustakaan (Studi Deskriptif pada Layanan *Chinese Corner* UPT Perpustakaan Institut Teknologi Nasional”.**

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Layanan *Chinese Corner* UPT Perpustakaan ITENAS merupakan salah satu bentuk pengembangan layanan yang ada di Perpustakaan. Layanan *Chinese Corner* merupakan bentuk kerjasama antara perpustakaan dengan berbagai pihak perusahaan untuk menarik pemustaka baru. Layanan *Chinese Corner* menerapkan konsep *Customer Relationship Management* (CRM). Penelitian ini bertujuan untuk mendeskripsikan bagaimana penerapan program CRM pada Layanan *Chinese Corner* UPT Perpustakaan ITENAS. Penelitian dilakukan dengan pendekatan kualitatif metode studi deskriptif. Penelitian dilaksanakan di UPT Perpustakaan ITENAS dengan partisipan yang terdiri dari *key informan* dan informan yang dipilih dengan teknik *non probability sampling* dengan menggunakan *purposive sampling*. Proses pengumpulan data dilakukan melalui wawancara, observasi dan studi dokumentasi. Teknik analisis data menggunakan model analisis data Miles and Huberman (1984) yaitu reduksi data, *data display*, dan kesimpulan/verifikasi. Berdasarkan hasil penelitian diketahui bahwa penerapan program CRM pada Layanan *Chinese Corner* UPT Perpustakaan ITENAS dilakukan melalui pengembangan layanan yang berorientasi kepada pemustaka dan memenuhi kebutuhan pemustaka. Layanan *Chinese Corner* memiliki tiga indikator penerapan CRM yaitu layanan yang berorientasi kepada pemustaka, terdapat desain proses menjalin hubungan dengan pemustaka, dan penerapan TIK sebagai media CRM. Layanan *Chinese Corner* memiliki tataran/dimensi CRM yakni *one to one marketing*, *partnering program*, dan *continuity marketing*. Penerapan program CRM dilakukan dengan mengidentifikasi, memenuhi kebutuhan pemustaka dan membuat berbagai kegiatan untuk menjalin hubungan dengan pemustaka.

**Kata kunci:** *Customer Relationship Management*, Perpustakaan, Layanan *Chinese Corner*.

## **ABSTRACT**

**Ismi Tashilatun Ni'mah (1305904) “Application of Customer Relationship Management Program in Library (Descriptive Study on Chinese Corner Service UPT Library of Institut Teknologi Nasional)”**.

*Thesis, Library and Information Science, Department of Education Curriculum and Technology, Faculty of Education, Bandung 2017.*

*The Chinese Corner Service Library of Institut Teknologi Nasional (ITENAS) is one of service development services at the Library. Chinese Corner Service is a cooperation between libraries with various companies to attract users. The Chinese Corner Service applies the concept of Customer Relationship Management (CRM). This research aimed to describe how the application of CRM programs on the Chinese Corner Service at ITENAS Library. The research used qualitative approach with descriptive study method. The research was conducted at ITENAS Library. The participants consisting of key informant and other informants selected by non probability sampling technique by using purposive sampling. The process of collecting data was done through interview, observation and documentation study. Technique of analysis data used the model of Miles and Huberman (1984) employing data reduction, data display, and conclusion/verification. The results of the research that the implementation of CRM programs on the Chinese Corner Service of ITENAS Library applies by to the development of service to user and meets the users' needs. The Chinese Corner Service has three CRM implementation indicators tnamely are user-oriented needs, there is a process design to associate with the user, and the application of ICT as a CRM medium. Chinese Corner service has CRM level/dimension that is one to one marketing, partnering program, and continuity marketing. Implementation of the CRM program is done through identifying, meeting the needs of the user and creating various activities to build relationships with the user.*

**Key word:** *Customer Relationship Management, Library, Chinese Corner Service, Users' Needs.*