

ABSTRACT

This study discusses the Implementation of Digital Media Omnichannel for the IndiHome Customer Caring Program (Case Study at PT Telkom Indonesia Witel Bandung Customer Care Unit). As one of the leading telecommunications companies in Indonesia, PT. Telekomunikasi Indonesia Tbk implements an omnichannel communication channel in one of its units as an integrated communication solution. This research was conducted to find out and describe the omnichannel implementation of the IndiHome customer caring program conducted by the customer care unit from a digital public relations perspective because building long-term relationships to maintain customer loyalty is Customer Relations which is one of the Public Relations activities. This research is qualitative research with a constructivist paradigm and a case study approach. Data collection techniques used in this study were interviews and observation. The results of this study are the implementation of omnichannel by customer care through various digital media, namely telephone, email, Whatsapp, OCA, and OLIN focusing on building customer engagement and increasing customer loyalty, and referring to the goals set based on the company's customer journey. In conclusion, the application of omnichannel for the IndiHome customer care program was carried out because previously customer care only used multichannel communication channels that had not been integrated with one another. Suggestions for further research carried out with other research methods regarding the application of omnichannel in order to find new innovations and develop more developed communication theories and concepts.

Keywords: *Omnichannel, Digital Public Relations, Digital Media, Customer Caring, Customer Care, Integrated*