

Customer Relations Management Sonobudoyo Museum in Improving Brand Loyalty

Khusniyah Fauziyyah¹ Hari Akbar Sugiantoro²

¹ Program Studi Ilmu Komunikasi, Fakultas Ekonomi, Ilmu Sosial, dan Humaniora, Universitas 'Aisyiyah Yogyakarta, Yogyakarta, Indonesia, 55292

Email: khusniyahfauziyyah@gmail.com¹

Abstract

The Sonobudoyo Museum is also one of the tourist and historical destinations in Yogyakarta which is within the Yogyakarta Cultural Center. Museums and visitors have a close relationship. When visitors get what they need, visitors will feel satisfied so as to create visitor loyalty to the Sonobudoyo Museum. One strategy that can be used to maintain and increase visitor loyalty is by Customer Relationship Management (CRM). CRM is a strategy for managing a company's or agency's interactions with its customers. Based on this background, the researcher wants to uncover a problem, namely how the strategy Customer Relations Management Sonobudoyo Museum in Improving Brand Loyalty. The purpose of this research is to analyze how the strategy Customer Relations Management Sonobudoyo Museum in Improving Brand Loyalty. This type of research is descriptive qualitative research and uses data collection methods in the form of interviews, observation and documentation. Based on the research that has been done, it can be concluded that strategy Customer Relation Management (CRM) implemented by the Sonobudoyo Museum in improving brand loyalty is in accordance with the theory put forward by Kalakota and Robinson which consists of 3 phases namely acquire, enhance, and retain which has been well executed. Although improvement is still needed in terms of strategies to increase visitor loyalty, it is evident from the presence of loyal visitors repeat visitor and an increase in the number of visits shows that visitors are satisfied with the services provided by the Sonobudoyo Museum.

Keywords: *Customer Relation Management (CRM), Brand Loyalty*

Introduction

Sonobudoyo Museum was founded by the Java Institute in 1935 in Yogyakarta. The Java Institute is an institution engaged in cultural research during the Dutch East Indies period. The location of the museum is in the Zero Kilometer Area of the City of Yogyakarta, precisely at Jalan Pangurakan Number 6, north of the North Alun-Alun Keraton Yogyakarta. The main purpose of establishing this museum is to provide an overview of the development of the cultural history of Java, Madura, Bali and Lombok (Sonobudoyo Museum, 2017: 6).

Sonobudoyo State Museum is a Regional Technical Implementation Unit at the Cultural Office of the Special Region of Yogyakarta Province which has the task of collecting, caring for, preserving, carrying out research, library services, guidance *cultural education* as well as the presentation of the collections of the Sonobudoyo State Museum. So the purpose of the museum is not to seek profit from visiting tourists, but to change people's views and behavior about museums which are seen as places that are not attractive to visit into pleasant places to travel and spend free time.

In addition to carrying out its function as a place to store and preserve historical objects, the Sonobudoyo Museum is also one of the historical and tourist destinations in Yogyakarta. It has a strategic location viz located within the Yogyakarta Cultural Center. This museum has 2 units, namely the Sonobudoyo Museum Unit 1 which is located at Jl. Pangurakan Number 6 Yogyakarta which consists of exhibition buildings, libraries, cinemas, prayer rooms and a pavilion for wayang performances. Meanwhile, the Sonobudoyo Museum Unit 2 is an office and storage museum located at Ndalem Condrokiran, Wijilan, to the east of Yogyakarta Palace's North Square. Cultural tourism is one of the motivations for people to travel with needs or interests in special interests and special fields too, in this case culture. Tourism with the historical tourism model is not only to visit and enjoy the existing offerings but also as a source of research, reference, and a place to add insight.

Sonobudoyo Museum as a provincial museum in the future is expected to be an illustration of the function of the museum in terms of service and optimization of functions, by looking at its potential, so that it will have prospects and opportunities to be further developed and improved, in order to face competition both at the National and International levels. Yogyakarta Sonobudoyo Museum as a cultural tourism object needs to increase its role and function more broadly in supporting the tourism industry and enriching the nation's culture considering that museums are currently not only seen as centers of information and education but also as places for recreation and socio-cultural development.

Museums and visitors have a close relationship. Visitors are a very important factor in a museum. Understanding of visitors must be a necessity for museums if they want to develop. The view that only focuses on showing off collections without paying attention to visitors must be changed. Museums should be understood as an environment that provides an experience for visitors with better service. In order for these services to be carried out optimally, museums must understand the needs of their visitors to gain interesting experiences while at the museum (Sony Saifuddina, 2020: 20).

When visitors get what they need, visitors will feel satisfied. Visitor satisfaction is determined by good service quality, so museum managers must know what things are considered important by visitors and try to produce the best performance possible, so as to satisfy visitors. When visitors feel satisfied with the maximum service, this will create visitor loyalty to the Sonobudoyo Museum.

One way or strategy that can be used to maintain and increase visitor loyalty is by *Customer Relationship Management (CRM)*. CRM is a strategy for managing a company's or agency's interactions with its customers. In line with the above understanding is the research conducted by Hesti Kartika Sari entitled *Effectiveness Loyalty Program in Customer Relationship Management on Customer Satisfaction and Loyalty* concluded that satisfaction through *Loyalty Program* affect loyalty, but cannot be used as the only reason for customers to remain loyal. There may be other factors that can make a positive contribution to customer loyalty.

Customer Relations Management is a new strategy to bind consumers to a company. Objective *Customer Relations Management* The goal is to create loyal and committed customers for the products or services produced by a company. In a company, through activity *Customer Relations Management* will make every effort to maintain customer loyalty.

According to Gaffar (2007:9) CRM is a corporate strategy that is used to pamper customers so they don't turn to competitors. *Customer Relationship Management (CRM)* is a business approach based on managing relationships or relationships with customers. Through the application of CRM, companies are expected to be able to build good communication and relationships with their customers so that in producing a product the company does not only sell and market a product with good quality or competitive prices but can also answer the desires and needs of consumers (Imasari, 2011).

CRM plays a role in maintaining visitor satisfaction so that visitors feel satisfied and comfortable for cultural tours as well as learning history so as to create customer loyalty. Thus CRM is closely related to customer loyalty.

In line with this research, Hesti Kartika Sari also concluded that satisfaction has an effect on loyalty but cannot be used as the only reason because there are other contributing factors. The relationship between Loyalty and CRM was investigated by Kartika Imasari that CRM has an effect on Loyalty but does not guarantee long-lasting loyalty.

Based on the description above, the authors feel interested in conducting research related to how the strategy *Customer Relationship Management (CRM)* Yogyakarta Sonobudoyo Museum as cultural tourism to increase visitor loyalty. This is done in an effort to increase visits, both domestic and foreign tourists visiting the Yogyakarta Sonobudoyo Museum and as an effort from the Sonobudoyo Museum to face the challenges of an increasingly developing era and the needs of visitors. To know how the strategy *Customer Relationship Management (CRM)* Sonobudoyo Museum to increase visitor loyalty and how to form visitor loyalty, the authors conducted a study entitled "CUSTOMER RELATIONS MANAGEMENT SONOBUDOYO MUSEUM IN IMPROVING BRAND LOYALTY". Based on the description on the background above, the formulation of this research problem is *What is the Sonobudoyo Museum's Customer Relations Management strategy in increasing Brand Loyalty?* Based on the formulation of the problem above, the purpose of this research is to find out *How is the Sonobudoyo Museum's Customer Relations Management Strategy in Increasing Brand Loyalty.*

Method

The method used in this research is descriptive qualitative research method. The research location is at the Sonobudoyo State Museum which is located at Jl. Pangurakan No. 6, Ngupasan, Kec. Gondomanan, Yogyakarta City, Yogyakarta Special Region 55122. The research schedule was conducted starting from April to July 2023. The selection of subjects in this study was based on choosing from sources who felt they knew best what we expected and who was the most knowledgeable and able to makes it easier for researchers to collect clear and valid information, in this case the research informants are Sonobudoyo Museum public relations section, Head of the Information and Preparation Guidance Section of the Sonobudoyo State Museum, as well as staff of the Sonobudoyo Museum Information and Preparation Guidance Section.

To obtain the data needed in this study, the authors used 3 techniques namely deep interview (*in depth interview*), observation and documentation. As for the data analysis technique used in this study, the Miles and Huberman model is carried out interactively and

continues continuously until complete. The process in this data analysis mode is data reduction (data reduction), data display (data presentation), and conclusion drawing.

Results and Discussion

Sonobudoyo State Museum as a Regional Technical Implementation Unit at the Yogyakarta Special Region Provincial Culture Office which is committed to providing the best service for the community, one of which is through activities *Customer Relationship Management* (CRMs). Each company has its own reasons for carrying out activities *Customer Relationship Management* (CRM), as well as the Sonobudoyo Museum which has the following reasons:

The first reason is to achieve the vision and mission of the Sonobudoyo Museum, namely Vision: The Realization of an International Standard Excellent Museum that Expresses Javanese Culture. Mission: Creating a superior and competitive museum as a cultural resource. To achieve the mission, vision, goals and objectives, Public Relations of the Sonobudoyo Museum has an important role, one of which is through activities *Customer Relationship Management* (CRM) .

The second reason is to reach the target of visitors. Sonobudoyo Museum has one of the tasks is guidance *cultural education* to the public to change people's views and behavior about museums which are seen as unattractive places to visit into pleasant places to travel and spend free time. This is in line with the current target of the Sonobudoyo Museum which is targeting the millennial generation who play a role in advancing the nation and holding the leadership relay and determining direction in preserving the nation's culture going forward. As stated by Wismarini, S.E., M.Hum. The following are the Heads of the Guidance, Information and Preparation Section of the Sonobudoyo Museum:

"Currently the target of the museum for visitors is the millennial generation, the museum has a moral responsibility towards character education, the main character is currently the millennial generation. Museums are trying to see what kind of wishes from them. The millennial generation sees a place based on beauty, aesthetics as well as supporters of collections, so now museums are trying to provide a display that is equipped with more sophisticated technology, the hope is that museums are not viewed with a paradigm that says museums are ancient. , old etc. but not by changing the existing storyline. (Interview Friday, June 23, 2023).

The third reason is the importance of business partners for the Sonobudoyo Museum. The Sonobudoyo Museum is a government agency museum that still requires visitors. Through activity *Customer Relationship Management* (CRM), Sonobudoyo Museum strives to establish good relations and cooperation with various parties, in this case, visitors. This is because business partners have a very important position, especially in supporting the progress and development of the Yogyakarta Sonobudoyo Museum. As told by Wismarini, S.E., M.Hum. The following are the Heads of the Guidance, Information and Preparation Section of the Sonobudoyo Museum:

"The goal is of course that our communication with visitors feels closer and visitors feel cared for. Thus, visitors will not only perceive the museum as an ancient place, but can also assume that the museum is a place to study culture and of course it fits their current needs such as tourism needs and social media needs". (Interview Friday, 23 June 2023).

With the creation of good relations between the Sonobudoyo Museum and business partners, it is hoped that better cooperation will be established and provide mutual support in achieving the goals of the Museum.

The fourth reason is that the Sonobudoyo Museum will become more widely known and more familiar to the wider community. To provide wider public education and knowledge about museums, of course, strategies that can be developed by museums are needed.

The fifth reason is to increase visitor and community trust where visitor trust is a very important factor. With visitors' trust in the Sonobudoyo Museum, trust will be created that the Museum is not only a place for tourism, but also carries out its functions as collecting, caring for, preserving, carrying out research, library services, guidance *cultural education* as well as the presentation of collectibles as well as a means of learning and developing culture. Through activity *Customer Relationship Management* (CRM) implementation, the Sonobudoyo Museum hopes that visitor trust will increase. Apart from existing visitors, potential visitors are also important for the Sonoudoyo Museum.

The sixth reason is finding out the needs and interests of visitors. Knowing what the needs and interests of visitors is is what the Sonobudoyo Museum always does. To find out the interests and needs of visitors, the Sonobudoyo Museum conducts a mapping of visitors. The mapping carried out by the museum is carried out with the aim of knowing better what are the needs of visitors, so that the museum can plan the right strategy or steps that can meet the needs and interests of visitors so that visitors feel satisfied with the services provided. As stated by Wismarini, S.E., M.Hum. The following are the Heads of the Guidance, Information and Preparation Section of the Sonobudoyo Museum:

"There is a mapping of visitors, the mapping we did from social media visits and also direct visits to the museum, we hope that by holding this mapping we can maximize the needs of visitors." (Interview Friday, June 23, 2023).

To be able to create *good relationship*, the company must recognize that the public has various wants and needs that the company hopes to fulfill and get started *relationship* to both parties, discussing various problems and then looking for a solution. This is what will then lead to the creation of a favorable relationship, which is one of the key factors for the company's success.

The seventh reason is to handle complaints against visitors, by using deep strategies *Customer Relationship Management* (CRM) will make it easier for a company to handle complaints from customers, in this case visitors to the Sonobudoyo Museum. Complaints from visitors are very common in an agency or company, this can be caused by unfulfilled visitor expectations or other various things. Therefore it is very important for the museum to pay attention to complaints or complaints against visitors. The Sonobudoyo Museum always tries to be more open with complaints from visitors and tries to make visitors feel comfortable, even though so far the complaints made by visitors are still fairly general matters, the Sonobudoyo Museum pays as much attention to these complaints as possible. As stated by Wismarini, S.E., M.Hum. The following are the Heads of the Guidance, Information and Preparation Section of the Sonobudoyo Museum:

"Of course there have been complaints, the museum is currently trying to be more open by accepting criticism or suggestions from visitors because we will progress when we

can receive criticism and input. So far the complaints made by visitors are about guiding and facilities, related to scouting usually because the guides we provide are not sufficient for the number of visitors who come, unless visitors make reservations in advance then the guide will stay. When we receive complaints from visitors, we will evaluate the performance we are doing and position ourselves as those visitors". (Interview Friday, June 23, 2023).

The final reason for the Sonobudoyo Museum is to use a strategy *Customer Relationship Management* (CRM) is creating visitor loyalty. Activities to build and maintain good relations through Customer Relationship Management (CRM) activities are an attempt to make visitors feel comfortable with the Sonobudoyo Museum as well as an effort to increase visitor loyalty.

The goals to be achieved on the strategy *Customer Relationship Management* (CRM) carried out by the Sonobudoyo Museum is more of an effort to create long-term good relations with visitors so as to create visitor loyalty. In order to achieve this goal, the Sonobudoyo Museum carries out several Customer Relationship Management (CRM) activities which consist of:

First, make a work plan or short and long distance plan. In each of its programs the Sonobudoyo Museum makes work plans for the long and short term of the museum. By making this design, it is hoped that all the performance of the Sonobudoyo Museum can run effectively and run smoothly. Maximum performance will give satisfaction to visitors.

Second, always maintain the openness of information to visitors and the public at large. Openness is an important factor for the public or visitors. Therefore, the Sonobudoyo Museum always tries to avoid issues of openness by conveying all information that is appropriate for the public or visitors to know, be it about the museum's collections, activities or agendas carried out by the museum. In maintaining the openness of information, the Sonobudoyo Museum does this by facilitating and providing access to information and communication for visitors. To facilitate communication activities and information dissemination, the Sonobudoyo Museum uses several social media such as the Website, Twitter, Instagram, Youtube, Facebook, Whatsapp and Tiktok. In addition, the Sonobudoyo Museum is also responsive in responding to questions or problems submitted on social media or in person. By using this strategy, the Sonobudoyo Museum hopes to create two-way communication between visitors and the Sonobudoyo Museum so that the communication can run effectively. In addition, the Sonobudoyo Museum also provides open access to information for visitors or the general public who need specific information. Both about museums, collectibles, and needs for research purposes. As stated by Wismarini, S.E., M.Hum. The following are the Heads of the Guidance, Information and Preparation Section of the Sonobudoyo Museum:

"Regarding the fulfillment of information from visitors, we do it on our social media, both regarding museum activities, important information, information about collection objects and also besides social media, visitors who come to the museum will be accompanied by a guide who will explain about the collections at the museum. . If there are visitors or the general public who need specific information such as detailed information on collection objects, information for research purposes, we are very supportive. Visitors can send the request to the museum, so later we will assist with the information needed". (Interview Friday, 23 June 2023).

Third, holding supporting activities that can be attended by visitors and the general public, such as: holding a free dance and musical instrument training program, this activity is open to the public for all interested visitors and is carried out once a week and can be followed by registering, giving a forum for visitors who like to write by organizing activities to write articles which will then be uploaded on the museum's official website, holding seminars, workshops, free cinemas, or training that can be attended by the wider community. The Sonobudoyo Museum also regularly holds activities in the form of Temporary Exhibitions which are held 2 times in 1 year. It is stated in the design of the activity program by carrying out routine activities which are carried out 2 times in 1 year, namely by holding temporary exhibitions (temporary or thematic). One of the reasons for this exhibition is to reduce visitor saturation with permanent exhibitions (exhibits located in the main building and are permanent). In addition to displaying collections, the temporary exhibition is accompanied by exhibition support activities which include seminars, workshops, book reviews and others which involve visitors in general and are free of charge. This activity also has a big impact on increasing the number of visitors to the Sonobudoyo Museum and is also one of the strong strategies to get visitors to come back to the museum because the theme carried by each exhibition agenda is different. As stated by Wismarini, S.E., M.Hum. The following are the Heads of the Guidance, Information and Preparation Section of the Sonobudoyo Museum:

"Of course, based on visit reports that we monitor every month the museum has experienced an increasing number of visits from year to year, there has been a decrease in 2020-2021 due to the pandemic and has experienced an increase again in 2022 until now. There are also visitors who then come back based on the testimonials we did, especially in the temporary exhibition event. Visitors can come every time it is held because the theme we are carrying out is different each year so visitors don't feel bored ". (Interview Friday, 23 June 2023).

Fourth, be fair and do not discriminate against fellow visitors who come to the Sonobudoyo Museum. In providing services to visitors, the Sonobudoyo Museum strives for the best service in order to meet the needs of visitors. All visitors who come are facilitated by a guide or guide who will accompany and explain about the collection to visitors while touring the museum, but for visitors who will do the tour independently they will be freed.

Fifth, pay attention to Sonobudoyo Museum visitors and Sonobudoyo Museum social media followers. The Sonobudoyo Museum actively responds to questions from visitors either through social media or in person.

Sixth, giving appreciation to visitors who participate in museum activities or events held by the Sonobudoyo Museum such as giving merchandise to visitors. This is also done as an effort to establish good relations with visitors.

Seventh, improve the performance of employees and guides at the Sonobudoyo Museum. To fulfill the needs of visitors, the Sonobudoyo Museum continues to carry out employee performance such as providing disaster response training for employees, conducting training related to visitors which aims to make visitors feel safe and have their wishes fulfilled and prevent things that disturb visitors. This can provide satisfaction to visitors and can create loyalty from visitors.

Eighth, Incessant promotion, by working with providers (in this case using the services of a CNC agency). This is done by maximizing all social media (Twitter, IG, Tiktok, Facebook and Website). By maximizing promotion on social media, it is hoped that it will make it easier to receive information to visitors and the wider community. As stated by Wismarini, S.E., M.Hum. The following are the Heads of the Guidance, Information and Preparation Section of the Sonobudoyo Museum:

"Based on visitor mapping on social media in March 2023, the average social media audience is 18-34 years old who prefer promotions in the form of content that is currently a trend among the public. Therefore, at this time the museum is more looking at the needs of visitors. The museum is currently trying to be more open to visitors, by allowing them to ask questions through social media regarding the museum and holding a kind of quiz with prizes that are free to be followed by visitors and the wider community. Promotions are also carried out outside Sonobudoyo, participating in exhibitions outside the region and abroad which is also to expand the network outside ". (Interview Friday, 23 June 2023).

Knowing the mapping will make it easier for the Sonobudoyo Museum to see existing trends in the hope of fulfilling the wants and needs of visitors and the public.

Ninth, making learning facilities in museums easier, namely by updating the way of delivering education regarding collections by trying to utilize new technologies such as video mapping for the educational process, using AI technology, using 3 dimensions as well for the educational process. In addition, the museum also provides and complements the public facilities in the museum so that visitors feel comfortable, such as a comfortable museum building, library services, tour guides, rental of places, prayer rooms, parking, security, elevators, meeting rooms, photo services, medical centers, toilets, and disability areas.

Tenth, working with the photography community to document visitors at the Sonobudoyo Museum. The Sonobudoyo Museum works together with the photography community to provide visitors who want to document their visit to the Sonobudoyo Museum. These services are also equipped with the rental of traditional Javanese clothes.

The last is to evaluate. One of the most important steps in carrying out activities *Customer Relationship Management* (CRM) is to always carry out evaluations where by evaluating the Sonobudoyo Museum you can find out all the advantages and disadvantages of its performance so that it can quickly make improvements to further improve good relations with visitors. The evaluation is carried out every month which is attended by all staff involved in the program and the Sonobudoyo Museum also has an annual evaluation meeting. From this evaluation, the Sonobudoyo Museum can see which programs are effective and which programs should be implemented. Evaluations that are carried out are not only evaluations every month and year but also evaluations in every activity and event.

Based on the research and findings that have been done, it can be seen that the strategy *Customer Relations Management* Sonobudoyo Museum in Improving *Brand Loyalty* in line with the theory put forward by Kalakota and Robinson in *Albertuset al.*(2013:9) that there are three stages in doing *Customer Relationship Management* (CRM) namely:

- a. **Get new customers (*Acquire*)**, new customers are obtained by providing easy access to information, new innovations, and attractive services. *Acquire* (Getting New Customers) is a promotional effort made by the Sonobudoyo Museum to be able to get new visitors with careful planning in getting to know products and services.

The Sonobudoyo Museum has an advantage, namely the historical value of the Javanese Culture Museum in Indonesia. In addition, the collections owned by the museum can be categorized as a special attraction in promotion. In order to introduce and promote the products owned by the Sonobudoyo Museum, they are aggressively promoting to the fullest by collaborating with providers (in this case using the services of a CNC agency). This is done by maximizing all social media (Twitter, IG, Tiktok, Facebook and Website). By maximizing promotion on social media, it is hoped that it will make it easier to receive information to visitors and the wider community. The museum is currently trying to be more open to visitors, by allowing them to ask questions through social media regarding the museum and holding a kind of quiz with prizes that are free to be followed by visitors and the wider community. Promotions are also carried out outside Sonobudoyo, participating in exhibitions outside the region and abroad which is also to expand the network outside. In addition, the Sonobudoyo Museum also provides open access to information for visitors or the general public who need specific information. Both about museums, collectibles, and needs for research purposes.

- b. **Improve relationships with existing customers (*Enhance*)**, the company seeks to establish relationships with customers by providing good service to its customers (*Customer Service*). The Sonobudoyo Museum regularly holds temporary exhibitions (temporary or thematic) which are held 2 times in 1 year. One of the reasons for this exhibition is to reduce visitor saturation with permanent exhibitions (exhibits located in the main building and are permanent). In addition to displaying collections, the temporary exhibition is accompanied by exhibition support activities which include seminars, workshops, book reviews and others which involve visitors in general and are free of charge. The exhibition also presents a different theme each year so that the enthusiasm of visitors and the public is quite high. The Sonobudoyo Museum appreciates visitors who also attended the exhibition by giving merchandise to visitors. In the future, the Sonobudoyo Museum is planning other efforts to improve good relations with visitors, namely by contacting these visitors and providing remainder and also appreciation for these visitors (can be in the form of giving merchandise etc.).
- c. **Defending customers (*Retain*)**, is an effort to gain customer loyalty by listening to customers and trying to fulfill customer desires. The Sonobudoyo Museum conducts a mapping of museum visitors starting from age, gender and region of origin. This is done to try to fulfill the wishes of visitors. The Sonobudoyo Museum is also very open to complaints and input given to the museum because the Sonobudoyo Museum feels that these inputs and complaints are positive and good things for the museum going forward. However, the Sonobudoyo Museum currently does not have a community formed by the museum aimed at visitors who have a high interest in the museum.

Conclusion

Based on the results of the research that has been done, researchers can conclude that the strategy strategy *Customer Relations Management* Sonobudoyo Museum in Improving *Brand Loyalty* are as follows: Make work plans or short and long distance plans, Always maintain information disclosure to visitors and the wider community, Organize supporting activities that visitors and the general public can participate in, Be fair and do not discriminate against fellow visitors who come to the Sonobudoyo Museum, Paying attention to Sonobudoyo Museum visitors and Sonobudoyo Museum social media followers. The Sonobudoyo Museum actively responds to questions from visitors either through social media or in person, Give appreciation to visitors who participate in museum activities or events held by the Sonobudoyo Museum, Improving the performance of employees and guides or guides at the Sonobudoyo Museum, Incessant promotion, the promotion carried out by the Sonobudoyo Museum uses a combination of media types in its advertising strategy, namely social media, electronic and print mass media, Utilizing developing technologies as a means of educatio, Open with cooperation like a community. Conduct regular evaluations. Based on the strategies that have been carried out by the Sonobudoyo Museum, it is in line with the stages *Customer Relations Management* (CRM) presented by Kalakota and Robinson in Albertus *et al.*(2013:9) that there are three stages in doing *Customer Relationship Management* (CRM) i.e. Gaining new customers (*Acquire*), Improve relationships with existing customers (*Enhance*), Defending customers (*Retain*). The strategy undertaken by visitors can be said to have been effective, judging from the trend of visitors always increasing, and also the target of the museum this year, in 1 year it has almost been achieved. In this study, researchers hope and provide suggestions related to the need for a program that can be carried out by the Sonobudoyo Museum as an effort to retain visitors such as community formation, making loyal visitor cards. Sonobudoyo Museum is also expected to be more committed in building a public relations division with good operational standards that focus on strategies *Customer Relations Management* (CRM) so that all programs carried out can run effectively and maximally so that later it can further increase the loyalty of visitors to the Sonobudoyo Museum.

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