

**ANALISIS OF CUSTOMER SERVICE COMMUNICATION MODEL TO MAKE A  
GREATER CUSTOMER LOYALTY FOR THE HALO CARD AT GRAPARI TELKOMSEL  
RADEN INTAN**

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**ABSTRACT**

*One of the key of success factor in running cellular business in the competition era is creating the customer service's operational network for the community. That's the new world's philosophy to make the customers into a king. Customer service need a concept to send message to the customers. The method amongst other is to use an effective way of communication. The model of communication means an ideal description about what is needed during the communication takes place. Besides we have communicated well customer service must be able to give good service. The goal of good service is to prevent the ignorance and to build the customer loyalty. Based on the above mentioned backgrounds, the main formula of the research problem is the model communication used by the customer service to uphold and to analyze the customer loyalty to Halo Card at the GraPARI Telkomsel Raden Intan. The result is communication model used by the customer service what we know Laswell and S-R model. By using the elements of communication such as who, says what, in which channel, to whom and with what effect in accordance with the question given by the sources. S-R communication model was known by the use of cause and effect process. The output of the research also in the same result with the interpersonal communication theory with components that is source, encoding, channel, receiver, decoding, respons, noise and communication context. We do hope to the customer services at the all Gerai Telkomsel specially GraPARI Telkomsel Raden Intan to create new innovations to uphold attractiveness for the customers and to make better communications between the customers and customer service and GraPARI Telkomsel Raden Intan.*

*Keywords : Communication Model, Customer Service, GraPARI Telkomsel Raden Intan*