

# Digital Public Relations to Improve Customer Relation: Netnography Study on @kai121 Account

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## ABSTRACT

This article discusses the application of Digital Public Relations (DPR) to improve customer relationships through a netnography study on the @kai121 Instagram account. In the digital era, the interaction between brands and consumers is increasingly influenced by social media platforms, especially Instagram. This interaction is a form of customer relations by KAI to communicate with its customers. This research aims to explore how Digital Public Relations strategies can create better engagement with customers, as well as analyze the content and interactions that occur on those accounts. The methodology used is netnography, which allows researchers to understand the social and cultural contexts of online interactions. The study results show that effective Digital Public Relations can create customer loyalty, increase satisfaction, and build a positive brand image. This finding is expected to provide insight for companies in formulating a better Digital Public Relations strategy in the digital era. The results of the study concluded that the use of social media, especially Instagram, has great potential in strengthening the relationship between KAI and customers. Customer relations through Instagram @kai121 can strengthen the relationship between KAI and customers. Active engagement, good image management, and responsiveness to customers are key elements in creating a mutually beneficial relationship. KAI has managed to establish a good relationship with customers, as evidenced by the many likes and comments as well as positive sentiment in comments. KAI uses the strategy of riding the wave, making activities, quizzes and give away. These findings provide a basis for companies to develop a more integrated customer relations strategy in the digital era.

Keywords: *digital public relations; customer relations; netnografi; @kai121 instagram*

## ABSTRAK

Artikel ini membahas tentang penerapan Digital Public Relations (DPR) untuk meningkatkan hubungan pelanggan melalui studi netnografi pada akun Instagram @kai121. Di era digital, interaksi antara merek dan konsumen semakin dipengaruhi oleh platform media sosial, khususnya Instagram. Interaksi tersebut merupakan bentuk customer relations yang dilakukan KAI untuk berkomunikasi dengan pelanggannya. Penelitian ini bertujuan untuk mengeksplorasi bagaimana strategi Digital Public Relations dapat menciptakan engagement yang lebih baik dengan pelanggan, serta menganalisis konten dan interaksi yang terjadi pada akun tersebut. Metodologi yang digunakan adalah netnografi, yang memungkinkan peneliti untuk memahami konteks sosial dan budaya dari interaksi daring. Hasil studi menunjukkan bahwa Digital Public Relations yang efektif dapat menciptakan loyalitas pelanggan, meningkatkan kepuasan, dan membangun citra merek yang positif. Temuan ini diharapkan dapat memberikan wawasan bagi perusahaan dalam merumuskan strategi Digital Public Relations yang lebih baik di era digital. Hasil penelitian menyimpulkan bahwa penggunaan media sosial, khususnya Instagram, memiliki potensi besar dalam mempererat hubungan antara KAI dan pelanggan. Hubungan pelanggan melalui Instagram @kai121 dapat mempererat hubungan antara KAI dan pelanggan. Keterlibatan aktif, pengelolaan citra yang baik, dan ketanggapan terhadap pelanggan merupakan elemen kunci dalam menciptakan hubungan yang saling menguntungkan. KAI berhasil membangun hubungan yang baik dengan pelanggan, terbukti dari banyaknya like dan komentar serta sentimen positif dalam komentar. KAI menggunakan strategi riding the wave, membuat kegiatan, kuis, dan give away. Temuan ini menjadi dasar bagi perusahaan untuk mengembangkan strategi hubungan pelanggan yang lebih terintegrasi di era digital.

Kata Kunci: *hubungan masyarakat digital; hubungan Pelanggan; netnografi; instagram @kai121*

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## INTRODUCTION

Digital public relations (PR) is key in building effective communication between brands and customers in the digital era, as it allows for more direct and responsive interaction through various online platforms (Bulantseva, 2022). Use of the internet for social media management, SEO and distributing press releases, blogs and websites (Oncioiu et al., 2021). The advantages of using the website are that it is easily accessible, easy to install, cheap, and a useful digital PR tool (Sezgin & Cesur, 2019). Good digital public relations will foster trust and loyalty so that customer satisfaction can be achieved (Ahli et al., 2024). High Engagement from customers and good service foster customer loyalty (Ahli et al., 2024). High Engagement from customers and good service foster customer loyalty (Andreassen & Olsen, 2008).

Loyalty are built with interactive content such as quizzes and polls and giveaways (Nurani & Rochmaniah, 2022). Instagram connects brands and customers and allows for direct interaction (Giannoulakis & Tsapatsoulis, 2015; Jacobson et al., 2020; Paquet-Clouston et al., 2017). Content narratives help create an emotional connection between brands and customers (Lee et al., 2020).

Quick response to customer feedback and complaints is an important factor in creating customer satisfaction (Bowyer et al., 2022). Quick and timely response and appreciate consumer opinions to improve service (Arai et al., 2022). Handling criticism and comments is influential in maintaining the com (Gonçalves et al., 2021). Being responsive not only solves problems but also forms a positive image in the eyes of customers and increases loyalty and trust in the company. This is evidenced by the increase in the number of KAI passengers from year to year and the increase in the customer satisfaction index.

Describes the extent to which a product or service meets customer expectations. This can be measured through surveys, reviews, and feedback. Customer satisfaction is obtained when customer expectations are met (Sun & Kim, 2013). Customer satisfaction is influenced by several things such as product quality, customer service, price and purchase experience made by consumers (Morgeson et al., 2023). Customer satisfaction is influenced by several things such as product quality, customer service, price and purchase experience made by consumers (Malik et al., 2018), Especially in the midst of today's digital era (Hsu, 2008). In addition, the need to adapt to changing customer needs and preferences (Jebilah Victoria et al., 2019).

Digital PR through social media affects customer satisfaction and loyalty (Khadijah et al., 2022). PR campaigns through digital can significantly affect customer loyalty (Alves et al., 2020). Digital public relations strategy on Instagram is able to build a company's reputation and market attractiveness (Lock & Ludolph, 2020). However, the face-to-face factor, the quality of information (Chen et al., 2022), Perception has a positive impact on satisfaction, trust and loyalty in a small company (Alkhowaiter, 2016). There is a positive relationship between digital PR on

Instagram and the results obtained by customers, although the long term has not been fully explored.

Consumers trust recommendations from friends, family and other users over ads. In addition, recommendations from Word of Mouth, expert reviews and (Gligorijevic & Luck, 2013) (Javed et al., 2022). But in the digital age, digital platforms like Instagram have become popular for product reviews and the importance of word-of-mouth promotion in the digital space (Clemons et al., 2024). But this is influenced by culture, friend recommendations in western cultures reduce the effectiveness of advertising, but friend recommendations are influential in eastern cultures (Errmann et al., 2019). Companies need to consider the integration of user-generated content and social recommendations (Aristovnik et al., 2020).

The use of Instagram can have a positive impact but can also be a source of crisis. Including the current challenges of media-based crisis management (kle & Dua, 2021). The crisis can come from social media due to the spread of negative content. In handling the crisis, it is expected that the use of Informative social media (Capatina, Alexandru; Bleoju, Gianita; Matos, Florinda; Vairinhos, 2016). Effective crisis management on social media requires monitoring sentiment variations, content analysis and engaging online communities and influencers (Andreassen & Olsen, 2008). Crisis management on social media is still full of challenges and uncertainties, although there has been significant progress in its use for crisis management (Martí Bigorra et al., 2020). Social media generates a huge amount of data during the crisis (Macgilchrist, 2021), which makes it difficult to extract relevant information. Tools such as the Crisis Event Extraction Service (CREES) aim to classify and annotate crisis-related content, but their effectiveness in real-time situations still needs more research (Tanev et al., 2008) Difficulty in distinguishing between useful and irrelevant posts can hinder crisis communication, potentially leading to the spread of misinformation (Abdalla et al., 2021).

Customer Relationship Theory includes strategies and processes that aim to acquire, nurture, and improve relationships with customers in order to create shared value (Chatterjee et al., 2024). This theory is particularly important in B2B (business-to-business) and B2C (business-to-consumer) contexts, emphasizing the understanding of customer needs and the development of long-term partnerships (Presutti et al., 2021). Building strong customer relationships is key to business sustainability, as it directly affects customer loyalty and repeat purchases (Jara et al., 2018). Companies that prioritize customer orientation can better tailor their offerings, thereby increasing customer satisfaction and retention (Mang'anyi et al., 2017).

Additionally, implementing a comprehensive Customer Relationship Management (CRM) strategy allows businesses to automate interactions and personalize communications, improving customer engagement (Zhou et al., 2024) Understanding customers and maintaining effective communication is essential to creating value and maintaining a competitive advantage (Zeng, 2022)

## Customer Relation Management in Digital Era

The relationship management process model, which is structured in the form of SMART, consists of several stages including Scan, Map, Act, Rollout, Track, and Stew. The stakeholder management model is particularly relevant in the context of customer relationships. Phase Scan helps organizations understand the challenges and opportunities in the market, allowing them to respond to customer needs more effectively (Wegner et al., 2023). Maps are goal setting that aligns with customer expectations ensuring that company values and customer interests are aligned, which is essential for building long-term loyalty (Meixell & Luoma, 2015). Phase Act encourages the implementation of proactive strategies to engage customers, increase engagement and satisfaction (Jeong & Shin, 2020). Furthermore, Rollout ensures that initiatives to improve customer experience are implemented consistently across the organization (Pertusa-Ortega et al., 2018). The Track Phase allows for the evaluation of the effectiveness of such initiatives through customer feedback, encouraging continuous learning and adjustment (Valero-Gil et al., 2017). Finally, the Stew phase emphasizes the importance of maintaining ongoing relationships with customers, which are essential in a dynamic and competitive environment (Edwards, 2021). Overall, this model provides a structured framework for building and maintaining strong relationships with customers, improving organizational resilience and adaptability.

## METHODS

This article is research using a qualitative approach. The sample in this research is posts from Instagram content @kai121, which consists of 321 posts from September 2023 to September 2024. Data collection was carried out through observation and documentation of Instagram posts on that account. The Virtual Ethnography method applied in this research is Cyber Media Analysis (AMS), which reveals how cyber culture is produced, the meanings that emerge, as well as the relationships and patterns that function in internet media (Conti & Lexhagen, 2020). This virtual ethnography performs analysis at both the micro and macro levels (Cresswell, 2015); Macro-level researchers pay attention to internet devices, existing links, and visible elements on the surface, while at the micro level, researchers analyze the underlying context in which the text appears (Tavakoli & Wijesinghe, 2019). The analysis process occurs at four levels, namely media space, media documents, media objects, and experiences.

This research is important to understand how KAI can adapt to changing consumer behavior and build strong relationships with customers through Digital Public Relations. Implementing a focused and measurable digital public relations strategy on Instagram will result in significant increases in engagement, loyalty and customer satisfaction compared to a more general approach. This research aims to analyze the effectiveness of various digital PR strategies on @kai121 Instagram

accounts. It is hoped that this research will provide insights for other companies that want to improve their relationships with customers in the digital era. This article explores KAI's Digital PR strategy based on the relationship management process model in the digital era. The novelty of this research is that there has been no research related to customer relations conducted by Kereta Indonesia through Instagram @kai121. Increase customer satisfaction by continuously innovating and serving customers. To build engagement and communicate with its customers, Kereta Api Indonesia uses various digital platforms to communicate with its customers

## RESULT AND DISCUSSION

Cutlip and Center define Public Relations as communication and interpretation activities as well as the process of communication and ideas from the organisation to the public, communicating information, ideas, and opinions from the public to the organisation honestly in order to grow mutual interests and create harmonious relationships between institutions and their communities (Cultip, 2009).

KAI has carried out activities with various stakeholders, one of which is with its customers by using Instagram on the @kai121 account. One of the important publics in Public Relations activities, especially in the service sector, is the importance of establishing good communication with customers. PR activities with customers are to provide excellent service (Service of Excellence). In addition, prioritising the interests of consumers (customer oriented) is also important (Kartikawangi, 2017). Good service customer satisfaction will create a good reputation and encourage recommendations. Customer satisfaction must also be maintained, maintained, and maintained through Public Relations activities (Jefkins, 2003). KAI's effort to achieve customer satisfaction is to improve service and be adaptive to changes. KAI carried out several innovations and additional services for its customers, such as Face recognition, KAI Access and drinking water stations.

Changing trends bring PR today to be more dynamic and use various media. Digital PR uses online media such as websites and social media, the language used is more flexible depending on the target audience, PR activities can be carried out virtually, more effectively and efficiently, the delivery of campaign success is relatively easier and the target audience achieved can be wider (Permatasari et al., 2021). Trends that change along with the consumer behavior of today's society is also changing. Current shifts in consumer behavior tend to find out and share their experiences. Of course, this is a challenge for every organisation to adjust the media used by its customers.

### PT KAI Customer Relations through Instagram Content

This increase in users is a new trend and Public Relations can use Instagram as a medium for consumer relations activities or establish relationships with

customers. The results of research conducted by Napoleon Cat Instagram users reached 69.2 million users. With the large number of Instagram users, it is considered appropriate to use this media to establish communication with customers, especially millennials. KAI has an official KAI Customer service account, namely @kai121.

The @kai121 account already has 2129 content and 1,5 million follower. This Instagram account is integrated with other social media used, namely the Sahabat KAI podcast and KAI121 tik tok. Posts in the @kai121 Instagram account contain information related to travel using KAI and accounts to communicate with its customers. The information in the account is included in the spotlight which contains information. In addition to containing information, highlights in KAI's Instagram account also contain Engagement with its customers, for example in the highlights of Annoucement, Reduction, Refund Info, Pregnant mother, fake account, bagation, LRT, Regulation, Infant Ticket, Tag & Hastag , Access by KAI and help. KAI has several media used to provide services for its customers such as telephone at number 121, email at cs@kai.id, TikTok and Instagram at the @KAI121\_ account, Facebook and Twitter at @KAI121 and WhatsApp at 081112111121, as well as the official KAI Access mobile app.

KAI strives to build good communication with its customers by using various media, one of which is Instagram. There needs to be an understanding of the importance of long-term relationships, if customers and products understand each other it will be easy to create a positive public perception, public support, loyalty to the product. (Yudarwati & Gregory, 2022). KAI creates a nickname for its customers with the name Sahabat KAI, this title is conveyed in each of its posts to build closeness with its followers while calling itself the @kai121 account with the name Railmin.

## Scan

This situation analysis used several methods, such as surveys, direct field observations, and social media analysis. KAI conducts customer social media analysis and creates content for uploads on Instagram @kai121\_. Through its Instagram, KAI analyses the comments that its customers often ask. The Internet has more facilities than traditional media. On the internet, it provides a platform for sharing and migrating content to reach different audiences. Besides that the internet also provides a platform for creating forums where consumers and brands interact (AlAfnan, 2022).

Scans conducted showed that the topics raised in the content included Some examples of posts related to Corporate Events, national transportation policies, train services, railway education, about KAI , Promotions, Quizz, Ethich. Customer knowledge is how to understand what customers need and want. PT KAI understands what customers want and need through customer interactions on Instagram and then creates content to answer what customers need and want. Instagram has interesting



features to collect, classify and interact to meet customer needs, the goal is to interact and maintain good relationships with customer (Sardjono et al., 2021). For example, the post "Once Like This When Riding the Train" received 246 thousand likes, 4,426 comments, 4,088 shares and 5,684 likes. The content strategy is to understand what consumers want and the passenger experience so as to increase interaction. Noisy content about the experience of eating at restaurants that do not change, passengers who sabotage seats, passengers who do not use earphones and disturb other passengers, littering, opening and closing train doors, etc. The strategy used in this post is riding the wave, following the current trend. The results were 65 percent positive sentiment, 15 percent negative sentiment and 20 percent neutral sentiment.

**Table 1.** Tabel 1: Sentiment analysis of KAI post "once like this when riding the train"

Aspect	Description	Percentage
<b>Grand Tema</b>	Train Ride Experience	100%
<b>Language Tone and Style</b>	Positive Humor	70%
	Negative Social Criticism	30%
<b>Sentimen Umum</b>	Positive Sentiment	65%
	Negative Sentiment	20%
	Neutral Sentiment	15%
<b>Potential Reader Reactions</b>	Smile	60%
	Feel Connected	25%
	Responding with Criticism	15%

(source: processed by research)

## MAP

The map is the planning stage of KAI Customer Relations KAI made several program plans to build communication with its customers. One of them is by optimising the use of social media. Social media has the advantage of building personal branding and providing opportunities to interact more closely with social media capable of bringing distant people closer because they can connect with each other or "get connected" without the boundaries of space and time (Harahap, 2018).

Planning is being carried out such as arranging train schedules, discount, services . The purpose of each post on KAI121's Instagram is to maximise information through social media related to Rail Express package services, new schedules, KAI Access, KAI Promos, bundling packages and services via WA. The purpose of this stage is to inform and provide services through the official Instagram.

In addition to posting information related to KAI service promos, he also posted information related to transportation policies. One of them is KAI Birthday Sale 79% and the best smile selfie attraction competition, Access Game and promo train list at KAI.

**Table 2.** Sentiment analysis of KAI posts about information, promotions, competitions and games

Aspect	Description	Percentage	Example Comment
<b>Positive Sentiment</b>	User enthusiasm and excitement	70%	"Kereta baru ini keren banget! 😄" ( <i>"This new train is so cool! 😄"</i> )
	Expectations for comfort and new experiences		"Tidak sabar untuk mencoba kereta ini!" ( <i>"Can't wait to try this train!"</i> )
<b>Negative Sentiment</b>	Concerns about comfort or price	15%	"Semoga harganya terjangkau, jangan mahal ya!" ( <i>"Hopefully the price is affordable, not expensive!"</i> )
	Criticism of services that may not be optimal		"Tolong jaga kebersihan dan pelayanan, ya!" ( <i>"Please maintain the cleanliness and service, okay!"</i> )
<b>Neutral Sentiment</b>	Information or questions related to the new train	15%	"Kapan kereta ini mulai beroperasi?" ( <i>"When will this train start operating?"</i> )
	Comments that don't give a clear opinion		"Bagaimana dengan rute dan jadwalnya?" ( <i>"What about the route and schedule?"</i> )

(source: processed by research)

The majority of comments tend to be positive, reflecting the enthusiasm of users for the new generation of economic trains. Despite the criticisms and concerns, generally users expect to have a good experience. This shows that KAI has the opportunity to build a good relationship with customers through effective communication and responsiveness to feedback.

## ACT

The act is KAI's stage of providing offline services. Complaints can be submitted directly on Instagram and KAI can understand well how to build trust with customers, then all forms of complaints can be resolved quickly and accurately. Solutions can be done by answering questions, educating, clarifying, and apologising to customers. Several complaints were analysed, for example, many did not understand the refund process, so KAI through its Instagram @kai121 made posts related to the flow and requirements for ticket refunds without going to the station, optimising customer relations not only through Instagram kai access but also through Whatsapp.

The next program KAI will implement is to optimise using KAI Access. One of them is buying tickets. Initially purchasing tickets can be done offline at the



station. But now ticket purchases at the station only serve purchases on a "Go Show" or purchase before 3 hours of departure. All ticket purchases are optimised using applications, both KAI Access and other applications that serve ticket purchases such as Traveloka, tiket.com, etc. Several efforts made by PT KAI during the pandemic to improve online services contain information and optimisation of the use of KAI Access for ticket reservations, ticket refunds, etc. To introduce its service, KAI made a video that illustrates the ease of buying tickets without having to come to the station. The issue arises because it is not user-friendly, so the model used is parents who can buy tickets .

The ACT strategy carried out is with a proactive strategy that involves customers, one of which is the content created when launching a new train. In this post, engage customers directly in their content. This is an example of a proactive strategy. The post "POV of the First Passenger of Blambangan Express" was watched by more than 2 million people with 59,246 likes and 1624 comments.

**Table 3.** Sentiment analysis of KAI post "POV First Pasanger Blambangan Express"

Aspect	Description	Percentage	Example Comment
<b>Positive Sentiment</b>	Enthusiasm and happiness for the route extension	75%	" Wow, that's really exciting! Can't wait to try the route! 😊"
	Support for the convenience provided		" This route extension is very helpful! 🙌"
<b>Negative Sentiment</b>	Concerns about comfort and service	10%	" Hopefully this train is not too full."
	Constructive criticism of travel "But, what about the service on the train?" Constructive criticism of travel "But, what about the service on the train?"		"But, what about the service on the train?"
<b>Neutral Sentiment</b>	Information or questions related to the route	15%	"Kapan kereta ini mulai beroperasi?" ( <i>"When does this train start operating?"</i> )
	Find more information		"Ada info tentang jadwalnya?" ( <i>"Any info about the schedule?"</i> )

(source: processed by research)

Overall, the sentiment from this post tends to be very positive, with the majority of users showing enthusiasm for the extension of the Blambangan Express train route. Although there were some concerns and questions, the interactions that occurred created a supportive and optimistic atmosphere. KAI121 can leverage this

feedback to further improve the customer experience and strengthen relationships with users. Overall, the sentiment from this post tends to be very positive, with the majority of users showing enthusiasm for the extension of the Blambangan Express train route. Although there were some concerns and questions, the interactions that occurred created a supportive and optimistic atmosphere. KAI121 can leverage this feedback to further improve the customer experience and strengthen relationships with users.

## Roll Out

Digital PR must be good handling in social media, if not will be created a crisis for KAI, Successful company and customer relationships to align the two to find solutions and problems (Indriasandi & Wargadinata, 2023) Companies need to understand customer expectations, maintain service quality and improve cooperation, but in practice there are program constraints. These obstacles can arise due to technical problems or information that has not been conveyed properly to customers. The Corporate Event Program is a program created by KAI and delivered through Instagram at certain moments, such as religious holidays, independence days, and special company events. One of the goals of corporate events is to build a good reputation for the company. While the special KAI Events are posts related to the KAI 121 Instagram birthday, Customer Day and KAI Birthday. KAI makes an opening post every month to greet its customers at the beginning of the month and information. One of the event posts that received a lot of likes was content about locomotive tug-of-war which was viewed by more than 12.5 million views, 603 likes and 7056 comments.

**Table 4.** Sentiment analysis of KAI special event posts

Aspect	Description	Example Comment	Sentiment	Number of Likes
<b>Positive Sentiment</b>	Enthusiasm and support for the competition	"Wah, seru banget! Kapan bisa ikut? 😊" <i>("Wow, that's so much fun! When can I join? 😊")</i>	70%	500+
	Shows excitement and interest	"Lomba tarik lokomotif? Ini baru keren! 😄" <i>("Locomotive pulling competition? Now that's cool! 😄")</i>		
<b>Negative Sentiment</b>	Doubt or criticism regarding the competition	"Kayaknya sulit deh, bisa gak ya?" <i>("It seems difficult, can you do it?")</i>	15%	10-20

<b>Neutral Sentiment</b>	Questions about safety		"Tapi lomba ini aman gak sih untuk peserta?" <i>("But is this competition safe for the participants?")</i>		
	Informative comments or questions	or	"Di daerah saya ada lomba lain, tapi bukan tarik lokomotif." <i>("In my area there are other competitions, but not locomotive pulling.")</i>	15%	30-50
	Questions related to registration	to	"Bagaimana cara pendaftarannya?" <i>("How do I register?")</i>		

(source: processed by research)

From the above analysis, it can be concluded that the majority of comments tend to be positive, showing the public's enthusiasm for the competition held. Despite concerns and questions, the interactions that occur create a supportive atmosphere and invite more engagement from the audience. With a high number of likes on positive comments, KAI121 managed to attract the attention and interest of its followers, while paying attention to the concerns that arise to improve the customer experience at the upcoming event.

## Track

The next stage is Track, which is an evaluation effort carried out by KAI for each post. KAI's posts are a form of customer relations carried out by KAI. Evaluation can be seen from how many likes and comments each post has. These likes and comments are a form of engagement formed with KAI customers who follow KAI 121's Instagram account. Feedback is a Return to despair, evaluative or corrective action about an action or process (Oliver, 2015). The role of relationship management is important as the main key for the maintenance of consumer loyalty. In addition, the important thing is Word of Mouth Communication, one of the efforts made so that our product or company is discussed is by using social media. To illustrate the multiplier effect of social media used by consumers to communicate with others. Communication is done with social media, when consumers communicate with two people, it is the same as communicating with almost everyone on social media platforms, called the word of net (Heath, 2013). One of the activities for evaluation is conducting Customer Relationship Management or CRM. CRM is a comprehensive strategy and process used to acquire, retain and partner with selective customers to create value for the company and customers (Yudarwati & Gregory, 2022).

Customers who are satisfied with service and products will make repeat purchases. They are also aware of the word of the net so that some products create special accounts for their customer relations and communicate actively with their

customers with give away and share strategies, thus making these products discussed. If companies can provide individual and personal services to listen to consumers and analyse what what they want and what input to make it even better. Those who make repeat purchases when they feel a personal connection with the product, service and organisation.

Evaluation of customer relations activities on the KAI account can be done by looking at how many likes and comments are in each post. Posts during the pandemic that get not too many likes are posts that have something to do with special events and the most are in service promotion posts and transportation policies. Transport policy posts get the most comments. Increased Engagement is conveyed in several posts to like and share so that information is more widely spread

KAI invites every follower to Like, Comment, Share, save information and notifications. One of them is a post related to the KAI Access update and its latest features, so that if customers share information, it will be spread more widely. Most of the customer comments were on posts related to transportation policies which received 15,923 like s and 8170 comments. KAI's Customer Relations answered several follower questions, besides Railmin summarised some of the most frequently asked questions. One of them is in the post of #temanKAIBertanya, this post was published on April 26, 2021 regarding the status of pre- and post-homecoming trips.

The Steward stage is the stage where KAI maintains the quality of relationships with its customers through KAI's Instagram. Efforts are being made to provide information and answer various questions posed by customers. The KAI121 account is managed by several customer services, the name used to be more familiar with the followers is Railmin. KAI responds to Instagram follower comments (Heath, 2013)

Currently, consumers expect interpersonal communication between organisations and their customers, so the organisation will have a better understanding in establishing relationships and providing services. One that has implemented is Banking Services which sees a new trend from transactional to relational approach and focuses on meeting needs, satisfaction and pleasure that have an impact on the formation of consumer loyalty(Mahanani, 2017). Customer relations affect customer loyalty (Nawastha, Classica Harsya. Alversia, 2020). Market research shows that consumers do not want to be treated in general but they want individual and personalised service.

Instagram comments are also used by KAI to maintain customer satisfaction and minimise complaints. This evaluation is used to maintain the quality of the program and what is determined according to the target. Several posts were made to answer questions from their followers, for example, at the beginning of the pandemic, there were many complaints related to the ticket refund system. Interestingly, Instagram followers answer each other's questions asked by other followers who don't understand the plot.

Another interesting finding is that many of the followers ask about which trains operate, travel conditions or others in each post. The post that received the most comments was the post related to the recruitment of KAI which received 5000 comments. Many of his followers are enthusiastic to join KAI. Likes and comments that get less attention from followers are posts related to special religious events and the most comments on posts related to transportation policy rules, covid screening services

KAI made several efforts to always communicate well with its followers, especially during the transportation restrictions. At the beginning of the pandemic, KAI posted a miss letter from a machinist posted on May 27, 2020 and received 12,023 likes and 956 comments. This is the first post during the pandemic that received a response of more than 10 thousand likes. This post uses Empathy Communication. Conveying a form of empathy from KAI that those who miss are not only KAI's friends but also machinists, and an appeal to follow the prokes in the new normal era.

KAI through its posts seeks to minimise the occurrence of complaints and hopes that customer satisfaction can be achieved. Customer satisfaction is achieved from the number of positive responses given by followers from the number of likes and comment. One of the efforts made by KAI to reduce complaints is to summarise several questions and answer them, for example, most of them are related to the train ride policy.

Through Kai121's Instagram account, followers share information with each other. One of them was in the Thank You Until we meet again post which got 19,283 likes. KAI received a positive response from the likes given because the post also used empathetic communication with a temporary goodbye on April 26, 2020. This policy was carried out as a form of KAI's support for not going home and reducing the spread of the virus. However, complaint handling also appears in this post, KAI also responded well to several follower questions regarding ticket refunds. Interestingly, in this post, several followers who managed to refund tickets shared their information regarding the refund process. In addition to using empathic communication, KAI also invites its followers to share their experiences and express their longing for this mode of transportation. This post about missing the train is a post that contains a give away, getting 22,857 likes and 2990 comments, meaning that there are quite a lot of enthusiastic followers with the post.

## CONCLUSION

Customer relations through Instagram @kai121 can strengthen the relationship between KAI and customers. Active engagement, good image management, and responsiveness to customers are key elements in creating a mutually beneficial relationship. KAI has managed to establish a good relationship with customers, as evidenced by the many likes and comments as well as positive

sentiment in comments. KAI uses the strategy of riding the wave, making activities, quizzes and give away. These findings provide a basis for companies to develop a more integrated customer relations strategy in the digital era. Customer relations in KAI Applied with Customer Relations management in every step of them. KAI has implemented the use of digital public relations, one of the media used is Instagram. Digital-based PR activities are able to build better relationships with consumers. This is proven by the active use of Instagram through comments from KAI customers and replies given by KAI.

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