ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi komunikasi yang diterapkan oleh tim customer care PT PLN Icon Plus Kantor Perwakilan Lhokseumawe dalam upaya reaktivasi pelanggan churn layanan ICONNET. Penelitian ini menggunakan pendekatan kualitatif dengan teori Elaboration Likelihood Model (ELM) sebagai landasan utama untuk memahami proses komunikasi persuasif yang dilakukan melalui jalur sentral dan periferal. Hasil penelitian menunjukkan bahwa implementasi strategi komunikasi dilakukan melalui pendekatan personal, seperti panggilan telepon dan pesan WhatsApp, yang disesuaikan dengan karakteristik pelanggan. Pelanggan jalur sentral merespons argumen rasional dan penjelasan teknis secara logis, sementara pelanggan periferal lebih mudah terpengaruh oleh sikap ramah, perhatian, dan penawaran promo. Hambatan komunikasi yang ditemukan antara lain keterbatasan sistem, kesulitan menjangkau pelanggan, rendahnya literasi digital, serta hambatan psikologis dan semantik. Penelitian ini menyimpulkan bahwa efektivitas strategi reaktivasi bergantung pada kemampuan customer care dalam menyesuaikan pendekatan komunikasi dengan karakteristik pelanggan, serta pentingnya peningkatan pelatihan komunikasi bagi teknisi dan sales guna mendukung proses layanan secara menyeluruh.

Kata Kunci: Strategi Komunikasi, Customer Care ICONNET, Reaktivasi Customer Churn, Elaboration Likelihood Model (ELM)

ABSTRACT

This study aims to analyze the communication strategies implemented by the customer care team of PT PLN Icon Plus Lhokseumawe Branch in the effort to reactivate churned ICONNET customers. Using a qualitative approach, this research adopts the *Elaboration Likelihood Model* (ELM) as the main theoretical framework to understand the persuasive communication process through central and peripheral routes. The findings indicate that the communication strategy is implemented through a personal approach, such as phone calls and WhatsApp messages, which are adjusted to the characteristics of each customer. Customers in the central route respond to rational arguments and technical explanations logically, while those in the peripheral route are more responsive to friendly attitudes, attentiveness, and promotional offers. Identified communication barriers include system limitations, difficulties in reaching customers, low digital literacy, as well as psychological and semantic obstacles. The study concludes that the effectiveness of the reactivation strategy depends on the customer care team's ability to tailor communication approaches to customer characteristics, along with the importance of improving communication training for technicians and sales personnel to support the overall service process.

Keywords: Communication Strategy, ICONNET Customer Care, Customer Churn Reactivation, Elaboration Likelihood Model (ELM)