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Formulating Digital Service Standards: A Case Study of WhatsApp Channel Services at PT. Remen Jawi Yogyakarta

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Abstract: This study aims to: (1) describe the communication conditions between admins on the WhatsApp channel of Remen Jawi Yogyakarta. (2) identify factors causing communication instability and language differences between admins. (3) formulate culture-based digital service standards that can be applied in communication with customers. This study is a qualitative descriptive study with data collection through observation, interviews, and documentation. The subjects of this study consisted of two groups, namely the internal group or business actors and the external group or tourists. Data analysis was carried out through the stages of data reduction, data presentation, and drawing comprehensive conclusions. Proof of data validity in this study used triangulation techniques. Based on the results of the study it shows that the condition of digital services between admins on the WhatsApp channel at PT. Remen Jawi Yogyakarta has generally been running effectively, indicated by (a) smooth communication, (b) coordination of answers, (c) communication monitoring, (d) the role of SOPs as a reference. Findings still show instability in answers between admins in several conditions which indicate that the aspects of accuracy and uniformity of information are not yet optimal. This dissonance is influenced by: (a) differences in personal character, (b) differences in product understanding, (c) questions outside the template, (d) adaptation of new admins. The need for strengthening efforts through structured training and periodic evaluations to ensure uniform standards of understanding. The implementation of culture-based communication SOPs has a positive impact on building the company's image and closeness with customers. From these results, it can be interpreted that PT. Remen Jawi Yogyakarta is advised to continue to maintain and innovate to remain relevant in the future.

Keywords: Digital Services, WhatsApp Channel, Remen Jawi.

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INTRODUCTION

The rapid development of communication and information technology has changed consumer behavior patterns, particularly in service industries such as travel and event planning. Consumers now tend to prioritize speed, convenience, and accessibility in obtaining service information. In Indonesia, internet penetration is expected to reach 79.5% of the total population by 2024, with WhatsApp becoming the dominant communication application for both business and personal interactions (Indrajaya et al., 2025). This has encouraged travel companies and event planners, both large-scale and MSMEs, to shift to digital channels as the primary means of interacting with customers, from bookings and event confirmations to handling schedule changes or additional services (Prihandono & Amir, 2024).

Remen Jawi Yogyakarta, a Javanese Concept Travel & Event Planner focused on authentic Javanese cultural exploration experiences in Yogyakarta and its surrounding areas, is increasingly relying on digital services to reach and serve customers efficiently. WhatsApp has become a primary communication channel due to its ease of responding quickly to inquiries, confirmations, and event coordination. However, this reliance poses significant challenges, particularly regarding consistency of communication between administrators. Without a standardized communication Standard Operating Procedure (SOP), each administrator tends to answer customer questions based on their own understanding and style, resulting in frequent differences in answers, wording, or information delivery for the same question (Risqi, 2020). This situation leads to customer confusion, a decrease in the perception of professionalism, and a loss of trust, ultimately impacting satisfaction, loyalty, and the company's reputation in a competitive industry (Rufaida, 2023).

This issue of inconsistent digital communication is not unique to Remen Jawi but is also common among similar travel and event planning companies in Yogyakarta. A small survey of MSMEs in this sector showed that over 60% of customers had received different information from different administrators within the same company (Johanna, 2022). In the digital age, this inconsistency poses a significant risk, as online reviews and word-of-mouth recommendations are key factors in consumer decisions. This demonstrates that digital communication issues are not merely internal perceptions but are truly felt by customers, directly impacting their satisfaction, loyalty, and likelihood of word-of-mouth recommendations.

Research by Putra and Santoso (2021) emphasized the importance of communication SOPs in improving customer satisfaction at digital service companies in Yogyakarta. The results showed that companies with clear communication SOPs are able to provide fast, accurate, and consistent responses, thereby building customer trust and loyalty.

The results of this study are expected to provide practical solutions for Remen Jawi to standardize the language and communication style between administrators, reduce miscommunication, and improve the overall customer experience. This research is also expected to serve as a reference for similar companies seeking to improve the quality of culture-based digital services, enabling them to maintain consistent communication and build customer loyalty more effectively.

METHODS

This research uses a qualitative approach with a case study method to gain an in-depth understanding of improving the quality of digital services through the formulation of service standards on the WhatsApp channel at a culture-based travel and event planner company. The case study was chosen because it allows researchers to explore phenomena in detail in a real-world context, specifically digital service practices at Remen Jawi Yogyakarta. This approach emphasizes the analysis of processes, perceptions, and direct experiences of the parties involved in service operations, thus providing a comprehensive overview of the effectiveness and necessity of formulating service standards.

The research was conducted at Remen Jawi Yogyakarta, a travel and event planning company that has adopted WhatsApp as its primary customer service channel. The study was conducted from October to February 2026, allowing for continuous and adequate data collection to map service practices, admin interactions with customers, and the implementation of local culture within the company's digital services.

The subjects of this study consisted of parties who have a direct role in the operation of digital services at Remen Jawi Yogyakarta. Specifically, the research subjects consisted of: (1). The company owner, who is responsible for policies, operational standards, and digital service strategies. (2). Admin 1 and Admin 2, who play a role in implementing services through the WhatsApp channel, including providing information to customers, handling complaints, and implementing procedures and service ethics based on local culture. (3). Clients, who receive and directly experience digital services from Remen Jawi through the WhatsApp channel.

This study uses several data collection techniques to obtain accurate and in-depth information, namely:

1. Interviews: This technique aims to obtain systematic data regarding digital service practices, obstacles faced, and informants' perceptions of the implementation and consistency of service standards used.
2. Observations: This observation aims to assess the implementation of service standards, response speed, and consistency of information provided to customers in daily service practices.
3. Documentation: This documentation data serves as reinforcement and comparison to data from interviews and observations.

Data analysis used in this research is:

1. Data Reduction: simplification of rough data into data that is easy to describe. Data obtained from the field were analyzed through a data reduction process, where information was summarized, important things were selected and identified, and irrelevant or unnecessary data were set aside.
2. Data Presentation: the process of organizing information from the results of data reduction to facilitate drawing conclusions and making subsequent decisions.
3. Drawing Conclusions: After the data is presented, the researcher will draw conclusions by re-examining the data reduction and presentation process. This is done to ensure that the conclusions made are in accordance with the data that has been analyzed, so that they do not deviate from the research results

RESULT & DISCUSSION

RESULT

1. General Overview of Remen Jawi Yogyakarta

Remen Jawi is a travel and event planner company located on Jl. Suryoputran, Panembahan, Kraton District, Yogyakarta City, Special Region of Yogyakarta. This company focuses on local culture-based tourism in Yogyakarta. The name "Remen Jawi" itself comes from the Javanese language which means "like Java", which reflects the company's commitment to preserving, introducing, and packaging the richness of Javanese culture to tourists. Remen Jawi Yogyakarta offers various tour packages such as open trips, private trips, and photoshoots, all of which prioritize authentic experiences, traditional culinary delights, and direct interaction with the local community.

The concept carried by this company is not only tourism, but also cultural education (cultural experience) so that tourists not only enjoy but also understand the values of local wisdom. In addition, Remen Jawi also often handles community-based activities, agencies, and corporations, such as gatherings, outings, and cultural events. By carrying out a personal and experience-based approach, Remen Jawi strives to build long-term relationships with customers and support the sustainability of culture-based tourism in Yogyakarta. Overall, Remen Jawi Yogyakarta can be understood as a creative tourism industry player that integrates elements of culture, education, and digital services in a comprehensive service concept.

2. Communication Conditions Between Admins on WhatsApp

Research related to the communication conditions between Remen Jawi admins on the WhatsApp channel requires a comprehensive understanding of the technical aspects that influence the effectiveness of such communication. The aspects analyzed in this study were obtained based on data reduction results from interviews conducted with the Remen Jawi internal team.

a. Communication Fluency

Based on the results of the study, communication between admins on the WhatsApp channel runs relatively smoothly and responsively, supported by a collaborative division of roles. The presence of multiple admins allows for accelerated responses and an even distribution of

workload. Admins can help each other when there are questions that cannot be answered by one party.

b. Response Coordination

The results of the study indicate that coordination between admins is an important mechanism in maintaining consistency in responses to customers. Before providing a response, admins tend to conduct internal confirmation to ensure the appropriateness of the information to be conveyed. This practice is carried out especially for questions that require high clarity.

c. Communication Monitoring

The analysis results show that communication monitoring is carried out systematically by management, particularly the head of customer relations, as an effort to maintain service quality. Monitoring is carried out periodically, whether daily, weekly, or monthly, to evaluate the communication patterns that occur.

d. The Role of SOPs as a Reference

Research results show that SOPs serve as the primary guideline for directing admin-customer communications. The presence of answer templates helps ensure uniformity of information, especially for general and repetitive questions.

3. Factors Causing Communication Instability and Language Differences

The following presentation will focus on various factors that can influence communication instability in interactions between admins and customers. Identifying these factors is important to understand the causes of differences in communication styles, potential information inconsistencies, and obstacles in conveying messages.

a. Differences in Personal Character

Differences in personal character are one of the main factors influencing variations in communication patterns between admins. Each individual has their own tendencies in constructing sentences, choosing diction, and determining the level of formality in communication. Although the information conveyed is basically the same, the delivery style can differ because it is influenced by each individual's character and personal habits.

b. Differences in Product Understanding

Differences in admins' levels of product knowledge understanding are also an important factor that affects communication stability. Admins who have different levels of product information mastery tend to provide inconsistent answers to customers. This situation creates message inconsistencies, especially when customers ask questions that require detailed and accurate explanations.

c. Questions Outside the Template

Communication instability also often arises when customers ask questions that are outside the scope of the SOP or the provided answer templates. In this situation, admins are required to improvise based on their respective understanding and experience. This improvisation opens up the opportunity for differences in responses between admins, even though the context of the questions is similar.

d. Adaptation of New Admins

Based on the analysis, the adaptation process for new admins is also a challenge in maintaining the stability of service communication. New admins need time to understand the SOP, work culture, and communication style that applies in the company. In addition, their previous work experience background also shapes how they interact with customers.

4. Culture-Based Digital Service Standards for Customers

a. Typical Javanese Greetings

The research shows that the use of typical Javanese greetings is one of the main identities in the company's digital communication practices. Admins consistently use terms such as *Kangmas* and *Mbakyu*, accompanied by local expressions, to build a personal, familiar, and warm impression of interaction.

b. Values of Politeness and Friendliness

The research shows that the values of politeness and friendliness are the main foundations in culture-based digital service communication. Admins are expected to not only be able to convey messages informatively, but also reflect a polite, polite attitude and respect for customers in every interaction

c. Accuracy and Clarity of Information

Accuracy and clarity of information are crucial aspects in digital services. A fast response is indeed one of the advantages of service, but this speed must be balanced with accuracy and clarity of message content. Based on research findings, customers still find information that is not clear or not completely clear in some situations.

d. Consistency of Communication Format

Based on research results, consistency of communication format is an important element in maintaining brand identity and service quality. Admins are expected to use a relatively uniform style of language, sentence structure, word choice, and punctuation so that customers receive an equal communication experience, regardless of who the admin is serving.

e. Training and SOP Updates

Training and SOP updates are important strategies in improving the quality of digital service communications. Training serves to equip admins with a comprehensive understanding of communication flows, how to respond to customers, and the cultural values that must be embodied in service. SOP updates are also necessary to ensure communication guidelines remain relevant to customer needs and evolving service situations. Static SOPs tend to be less able to respond to the dynamics of increasingly diverse questions and cases. Therefore, regular evaluation and revision of SOPs are important steps to ensure that communication standards remain in line with operational realities.

DISCUSSION

Based on the findings, it can be seen that the communication conditions between admins on WhatsApp in this study can be understood as a form of digital work coordination that is collaborative, supervised, and standardized. Smooth communication does not stand alone, but is shaped by the division of roles, coordination of responses, managerial supervision, and SOPs as a control system. The quality of internal communication has direct implications for the quality of external services. In accordance with research (Yadav & Vishwakarma, 2020), organizational social media strengthens team learning and collective performance when used to manage shared knowledge. Therefore, this study emphasizes that social media such as WhatsApp as an internal communication channel will only be effective as a service tool if the organization has a coordination structure, control mechanisms, and communication standards that operate simultaneously.

Communication instability and language differences between service providers do not arise singly, but rather are formed from a combination of individual factors, knowledge factors, situational factors, and institutional factors. Research documents indicate that the main sources of this instability include differences in personal character, differences in understanding of product knowledge, customer questions outside the template, adaptation to new admins, and differences in technical information. These findings indicate that digital service communication is not simply a matter of speaking or writing skills, but is closely related to the distribution of knowledge, organizational socialization processes, the quality of information systems, and the organization's ability to manage individual diversity. Thus, the problem of communication instability in this study is more appropriately understood as a systemic problem involving interactions between humans, work rules, and information infrastructure.

Culture-based digital service standards for customers are organizational constructs that combine local values with modern service principles. Typical Javanese greetings build identity and closeness, politeness and friendliness strengthen the affective dimension of service, accuracy and clarity of information maintain the cognitive dimension of service, consistency of communication formats strengthens brand identity, and training and SOP updates ensure the sustainability of these standards. Therefore, the results of this study confirm that culture-based digital services will be effective if culture is not merely a symbol, but is institutionalized into accurate, consistent, and customer-experience-oriented communication standards.

CONCLUSION

The research results show that the communication practices implemented by Remen Jawi Yogyakarta have generally been relatively good, particularly in providing information to customers through digital channels such as WhatsApp. Responses are prompt, friendly, and informative, creating a positive communication experience for customers. However, differences in responses between administrators in some situations were still found. This indicates that the accuracy and consistency of information still need to be improved to avoid confusion or uncertainty for customers. One factor contributing to this inconsistency is differences in product understanding among administrators, especially new employees. A lack of experience and in-depth understanding of product details and service flows can lead to inconsistent information delivery. Therefore, structured training and regular evaluations are needed to ensure all administrators have the same understanding and are able to convey information consistently. The implementation of culture-based communication SOPs by Remen Jawi has had a positive impact, both in building the company's image and building rapport with customers. This approach is one of the main strengths that differentiates Remen Jawi from its competitors. Therefore, it is important for companies to consistently maintain the application of these cultural values, while simultaneously innovating to remain relevant and improve the quality of communication services in the future.

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