

ABSTRACT

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Integrated Marketing Communication (IMC) Strategy at PT Bank Rakyat Indonesia Tbk in Maintaining Priority Customer Loyalty

Keywords: Marketing Communication Strategy, Integrated Marketing Communication (IMC), Loyalty, Priority Customers, PT Bank Rakyat Indonesia Tbk

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Strategy is the first step as competition in a tight business world, to create customer satisfaction, companies take advantage of various opportunities that can be achieved in order to build good relationships with consumers, competition in a very tight business world with attention to customer satisfaction is the main goal of companies that apply the marketing concept. . The marketing communication strategy that is formulated as a plan to achieve these goals must be based on the needs and desires of customers. In the end, a good relationship will be created between the company and the customer. Therefore, an integrated marketing communication strategy or Integrated Marketing Communication (IMC) is needed that is appropriate and implemented within the company. One of the companies implementing the IMC is PT. Bank Rakyat Indonesia Tbk as the largest state-owned bank in Indonesia carries out all its activities by having effective strategic communications in finding and recruiting customers, especially in maintaining customer loyalty which prioritizes it. In this study, the authors use the theoretical basis of the diffusion of innovation and Integrated Marketing Communication (IMC) as a communication process consisting of planning, creating, integrating and implementing various forms of marketing communications. By using IMC the author can identify the implementation of IMC by PT Bank Rakyat Indonesia Tbk in maintaining its customer loyalty priority. The results showed that BRI really used the IMC communication strategy well, the marketing communication mix that was carried out could be said to be efficient and optimal to achieve the company's targets. BRI has also innovated in presenting sophisticated services in an all-digital era, especially in terms of investment.

Bibliography (2000-2020)