

ABSTRAC

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***BEAUTY MARKETING COMMUNICATION STRATEGY ERHA CLINIC
KASABLANKA JAKARTA IN BUILDING CONSUMER LOYALTY***

Keywords: Communication Strategy, Erha Clinic, Loyalty, Consumer

(xii +46 +55 Attachments)

The purpose of this research is to find out how Erha Clinic's beauty marketing communication strategy in building consumer loyalty. In writing this research, the author uses qualitative research methods, and constructivism paradigm. The theory used in this research is Integrated Marketing Communication (IMC) Theory. The results of this study indicate that Erha offers products that are able to meet the needs that consumers need. In promoting products to consumers related to skincare, which are products from Erha Clinic, several ways have been carried out, including using social media and other media. The loyalty felt by Erha Clinic itself fulfills several loyalty characteristics such as making repeat purchases on a regular basis and showing immunity to pulls from competitors.

Bibliography: 2002 – 2015