

ABSTRACT

Currently, progress and development in the trade industry are quite rapid, one of which is the retail business. Along with the development of the business world, retail businesses tend to be managed in a modern way. One type of modern retail business that is rapidly developing today is supermarkets. Budiman Swalayan is a company in the retail sector that provides household products such as basic necessities, school and household supplies, and so on. The many needs of society at this time have given rise to other companies in Indonesia that are trying to meet these needs of society. Therefore, an effective promotional strategy is needed, namely membership cards, to be able to retain consumers and create consumer royalty.

This research aims to find out and also understand how to study and implement the membership card program at the Sawahan branch of the Budiman supermarket in 2023. The research method used is a qualitative descriptive method. The research approach used in this study is a qualitative descriptive approach because it starts from existing data, not from a theory, and does not intend to test the theory. Data collection techniques use interview, observation, and documentation techniques.

The results of this research show that the implementation of membership cards at the Sawahan branch of the Budiman supermarket is in accordance with the program implemented and will continue to be improved so that customers will continue to come back and are not interested in offers from other competitors.

Keywords: Review, Implementation, Membership Card Program