

ABSTRACT

Activities Marketing communication in the business world has a very important role to increase consumer loyalty. Marketing communication is a marketing activity that allows companies to reach potential customers in various segments by using certain communication techniques to increase consumer loyalty. This success is determined on the effective message and the message appeal that is credibility in the delivery of the message. The purpose of this research is to find out how the marketing communication strategy of the Togamas bookstore in increasing consumer loyalty. The theory used in this research is the implementation of the markom strategy according to Kotler and Armstrong (2001: 600). This study uses a qualitative method with a post-positivism paradigm. Collecting data through interviews, observation, and documentation. The results showed that the Togamas bookstore carried out a marketing communication strategy by always providing the latest information updates to the public or customers by using official websites, WhatsApp and e-commerce such as shopee and tokopedia. And in terms of advertising, Togamas Bookstore also distributes brochures during the new school year. Then in practice, the Togamas bookstore carries out all marketing communication strategy activities according to the theory used in this study.

Keywords : *Marketing Communication, Marketing Communication Mix, Marketing Communication Theory, Loyalty, Consumer Loyalty*