

ABSTRACT

Bank Syariah Indonesia is a bank that was founded on the merger of three large Islamic banks in Indonesia. Bank Syariah Mandiri, BNI Syariah, and BRI Syariah joined forces on February 1, 2021. This policy has certainly gone through consideration and of course has prepared various strategies for problems that may arise. Customer loyalty is a matter of concern for every company, including Bank Syariah Indonesia. This study aims to describe how the strategies adopted by Bank Syariah Indonesia in an effort to maintain customer loyalty. This activity is viewed by marketing public relations which is considered capable of improving, building and maintaining customer loyalty. Then it will be analyzed using the concept of three way strategy by Thomas L. Harris. The method used is descriptive qualitative with a case study approach. In this study, interpretif paradigm was used with data collection through interviews and document studies. The interview involved the Bank Syariah Indonesia staff and an expert resource person who is a practitioner. The results of this study explain that three ways strategy concept is carried out with seven tools of marketing public relations activities of Bank Syariah Indonesia. These activities also can help encourage companies to maintain customer loyalty of Bank Syariah Indonesia.

Keywords: *marketing public relation, costumer loyalty, Bank Syariah Indonesia.*