

## **Abstract**

Customer loyalty is important in the success of a company. The right marketing communication strategy is important in increasing customer loyalty to the company. This study aims to determine how the integrated marketing communication strategy or integrated marketing communication carried out by Indihome Bekasi in increasing customer loyalty through the implementation of the High Value Customer (HVC) program. In this study using the post-positivism paradigm with a descriptive qualitative approach and using data collection techniques, namely, in-depth interviews, observation, and documentation. Researchers conducted interviews with the customer care manager and assistant customer care manager Indihome Bekasi accompanied by 2 members of the High Value Customer program and 1 expert informant to complete the data.

The researcher concluded that Indihome Bekasi through the High Value Customer (HVC) Program was able to increase consumer loyalty with an integrated marketing communication strategy that was implemented, namely advertising, sales promotion, events and experience, direct marketing, WOOM, personal selling, public relations, and interactive marketing. .

**Keywords:** customer loyalty, High Value Customer, Indihome, Marketing communication