

ABSTRAK

The Covid-19 pandemic has changed the needs and habits of the Indonesian people. This can be seen from the changes in the form of activities carried out online. Online activities lead to high internet usage in Indonesia. Telkom Witel Riau Mainland as one of the internet service providers of course continues to improve its quality in maintaining customer loyalty, especially High Value Customer (HVC) priority customers. This study aims to find out how Telkom Witel Riau Mainland conducts planning, implementation and evaluation in conducting marketing communications to HVC customers. This research uses a qualitative descriptive method. Primary data collection techniques using interviews, observation, and documentation, to three related informants. Secondary data collection techniques using literature studies and online sources. The data validity technique in this study uses source triangulation. It is known that at the planning stage, Telkom Witel Riau Darat wants HVC customers to know and feel the benefits of being a priority customer. At the implementation stage, Telkom Witel Riau Mainland uses advertising, Sales Promotion, Public Relations, Personal Selling, and Direct Marketing. At the evaluation stage, it is seen from how the HVC customer responds and draws conclusions from the data.

Keywords: Communication Strategy, Integrated Marketing Communication, Pandemic Covid-19.