

ABSTRACT

The culinary industry continues to experience growth in line with the post-COVID-19 recovery. Based on data from the Ministry of Finance of the Republic of Indonesia, this sector experienced an increase of 2.54% from 2020 to 2021. The culinary industry in Bandung also showed a positive trend with an increase of 3.68% in 2023, according to the Ministry of Industry. This development is driven by restaurant growth, new culinary trends, and changing consumer preferences. One of the culinary UMKM in Bandung that has also experienced these changes and developments is Mr. Mangkok. To retain customers, an effective promotional strategy is needed, such as a loyalty card. This research aims to increase the effectiveness of digital loyalty cards through WhatsApp and WinStamp applications.

The research method used is a descriptive qualitative method. The research approach used in this research is a qualitative descriptive approach, because it starts from existing empirical data, not from theory, and does not aim to test the theory.

The results of this study indicate that the use of the WinStamp application is more practical than physical cards and the digital loyalty card program through the WhatsApp and WinStamp applications provides significant convenience in managing and utilizing loyalty stamps.

Keywords: Loyalty Card, WhatsApp, WinStamp