

ABSTRACT

The world of service companies, particularly wedding organizers, encompasses numerous areas that must be mastered to deliver high-quality service. Unfortunately, many service companies, especially wedding organizers, often overlook these crucial aspects. One of the key areas that need to be proficiently managed is interpersonal communication, which can make consumers feel comfortable in their interactions and communication. This research aims to explore the interpersonal communication strategies employed by Magical Wedding Organizer in their efforts to maintain customer loyalty. This study uses a case study research method with a qualitative approach, employing interview techniques with three informants, including key informants, experts, and supporters. The results of the research indicate that effectively utilizing interpersonal communication strategies can lead to clients of Magical Wedding Organizer feeling satisfied with the service provided, showing a tendency to use Magical's services in the future, and becoming loyal clients.

Keywords: *Magical Wedding Organizer, Interpersonal Communication, Communication Skills, Customer Loyalty.*