

ABSTRACT

This study examines the implementation of Integrated Marketing Communication (IMC) by PT Pertamina (Persero) in maintaining customer loyalty within the business-to-customer (B2C) sector. The background of this research is based on the high level of competition in Indonesia's energy industry, which requires companies to strengthen communication strategies to sustain long-term relationships with customers. The study aims to identify the forms of IMC implementation carried out by Pertamina and its impact on customer loyalty. A descriptive qualitative method was used, with data collected through in-depth interviews and literature studies involving Pertamina's managerial representatives, marketing communication experts, and retail product consumers. The findings indicate that Pertamina has successfully implemented seven IMC elements, namely advertising, direct marketing, sales promotion, personal selling, public relations, event and experience, and online marketing, effectively and complementarily to deliver a consistent brand message. The communication approach integrates both the central and peripheral routes within the Elaboration Likelihood Model (ELM), combining rational information and emotional appeal. However, the effectiveness of each channel still needs to be improved to make communication more personal, interactive, and capable of enhancing consumer elaboration. Consistent and customer-oriented IMC implementation is identified as a key factor in maintaining Pertamina's customer loyalty amid the competitive energy market.

Keywords: B2C, Customer Loyalty, Integrated Marketing Communication, Pertamina