

ABSTRACT

This research is titled "The Dynamics of Promotion Strategies and Customer Retention at the Grand Ballroom of Masjid Raya Baiturrahman (MRB) Semarang." The aim of this study is to examine the changes in promotion strategies and customer retention implemented before and after the new management, CV Mukti Jaya, took over. The research employs a qualitative method with a case study approach. Data were collected through in-depth interviews with key informants, direct observations of operational activities, and documentation from various relevant sources.

The results reveal that under the new management, there have been significant improvements in promotion strategies, particularly with the increased use of social media as a primary tool to attract potential customers. Additionally, the new management has established collaborations with local vendors to strengthen the marketing network and expand the promotional reach. Various innovative promotional events, such as wedding exhibitions and cultural festivals, are more frequently organized to attract interest from different market segments.

On the other hand, customer retention has also improved through various efforts to enhance service quality and the facilities offered. The new management focuses on providing more personalized and professional services, as well as renovating facilities to offer a better experience for customers. The study concludes that effective promotion strategies and customer retention require continuous adaptation and innovation to meet the evolving needs and expectations of customers.

Keywords: *Promotion strategies, customer retention, Grand Ballroom MRB, management change, service innovation, social media marketing, local vendor collaboration*