

## INTISARI

*Experiential marketing* merupakan sebuah pendekatan dalam melakukan pemasaran yang sudah dilakukan sejak zaman dahulu hingga sekarang oleh para pemasar. Cara pendekatan tersebut dinilai sangat efektif karna sejalan dengan perkembangan zaman dan teknologi saat ini. Dengan adanya *experiential marketing*, pelanggan dapat membedakan antara produk dan jasa yang satu dengan yang lainnya, karna pelanggan akan merasakan dan memperoleh pengalaman secara langsung melalui lima pendekatan diantaranya *sense, feel, think, act, relate*. Baik sebelum maupun ketika mereka mengonsumsi sebuah produk atau jasa. *Experiential marketing* sangat efektif untuk pemasar untuk dihubungkan terhadap *experiential value* guna mendapatkan nilai dari pelanggan. Oleh karna itu pemasar harus berhati-hati dalam memilih sarana dan media yang tepat, agar tujuannya tercapai seperti yang diharapkan.

Kata kunci : *Experiential marketing, sense, feel, think, act, relate, experiential value*

## **ABSTRACT**

*Experiential marketing is an approach in conducting marketing that has been done since ancient times until now by marketers. The method of approach is considered very effective because it is in line with the development of the era and current technology. With the existence of experiential marketing, customers can differentiate between one product and service with another, because customers will experience and gain experience directly through five approaches, including sense, feel, think, act, relate. Both before and when they consume a product or service. Experiential marketing is very effective for marketers to be connected to experiential value to get value from customers. Because of that, marketers must be careful in choosing the right means and media, so that their goals are as expected.*

**Keywords:** *Experiential marketing, sense, feel, think, act, relate, experiential value*