

PENERAPAN *EXPERIENTIAL MARKETING* PADA PT MODENA INDONESIA PUSAT JAKARTA SELATAN

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Abstrak

Penerapan ini bertujuan untuk menganalisis penerapan *experiential marketing* pada PT Modena Indonesia. Penelitian ini dilakukan di kantor pusat PT Modena Indonesia Jakarta Selatan. Metode yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif dengan responden dari pihak manajemen perusahaan yaitu *sales consultan coordinator* PT Modena Indonesia pusat Jakarta Selatan. Pengumpulan data primer dilakukan dengan metode wawancara dan observasi, sedangkan data sekunder diperoleh dari dokumentasi perusahaan. Analisis dalam penelitian ini menggunakan wawancara, observasi, dan dokumentasi yang berkaitan dengan *experiential marketing* pada PT Modena Indonesia pusat Jakarta Selatan. Analisis dilakukan dengan indikator *experiential marketing*, yaitu *sense experience*, *feel experience*, *think experience*, *act experience*, dan *relate experience*. Hasil wawancara kepada pihak manajemen perusahaan PT Modena Indonesia pusat Jakarta Selatan dianggap sangat penting dan bermanfaat bagi perusahaan.

Kata Kunci: *Experiential Marketing*

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**APPLICATION OF EXPERIENTIAL MARKETING AT PT MODENA
INDONESIA CENTER JAKARTA SELATAN**

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Abstract

This application aims to analyze the application of experiential marketing at PT Modena Indonesia. This research was conducted at the head office of PT Modena Indonesia, South Jakarta. The method used in this study is a descriptive qualitative method with respondents from the management of the company, namely the sales consultant coordinator of PT Modena Indonesia, South Jakarta. Primary data collection was carried out by interview and observation methods, while secondary data was obtained from company documentation. The analysis in this study uses interviews, observation, and documentation related to experiential marketing at PT Modena Indonesia, South Jakarta. The analysis was carried out using experiential marketing indicators, namely sense experience, feel experience, think experience, act experience, and relate experience. The results of interviews with the management of the company PT Modena Indonesia in South Jakarta are considered very important and useful for the company.

Keywords: *Experiential Marketing*

