

## Pendekatan cross communication dan experiential marketing dalam kampanye Dunkin Donut's flavor radio di Korea Selatan = Cross communication and experiential marketing approaches in Dunkin Donut's flavor radio campaign in South Korea

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### Abstrak

**ABSTRAK**  
Perkembangan teknologi yang pesat mempengaruhi bidang periklanan. Saat ini, untuk mendapatkan perhatian penuh dari kustomer semakin sulit. Oleh karena itu, diperlukan metode baru untuk menyampaikan pesan kepada kustomer. Cross Communication dan Experiential Marketing adalah contoh metode terbaru yang bisa digunakan untuk meraih perhatian kustomer. Sebuah kampanye bernama "Flavor Radio" yang dilakukan oleh Dunkin' Donut's, Seoul, Korea Selatan menggunakan kedua pendekatan tersebut untuk menjual kopi. Berdasarkan latar belakang tersebut, pertanyaan dalam penulisan ini adalah bagaimana Cross Communication dan Experiential Marketing diterapkan dalam kampanye "Flavor Radio". Metode pengumpulan data yang digunakan adalah pengumpulan data sekunder yang didapatkan dari internet. Hasil analisis dalam tulisan ini menunjukkan bahwa dengan mengaplikasikan dua pendekatan baru tersebut, kampanye telah dieksekusi dengan baik dan juga sukses meningkatkan pengunjung dan penjualan toko.

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The fast development of technology is affecting the advertising world. To get attention from today customer is getting harder. Therefore, new method is needed to approach the customer. Two of the newest ways to approach the target are Cross Communication and Experiential Marketing. A campaign held by Dunkin Donut's, Seoul, South Korea, named "Flavor Radio" used these approaches to sell coffee. Based on that case, the question is how Cross Communication and Experiential Marketing was applied in "Flavor Radio". The data collecting method that is used was collecting secondary data from the internet. The analysis shows that by applying those two new approaches, the campaign was well-executed while successfully attracted more visitor to the store and raised the sales.;The fast development of technology is affecting the advertising world. To get attention from today customer is getting harder. Therefore, new method is needed to approach the customer. Two of the newest ways to approach the target are Cross Communication and Experiential Marketing. A campaign held by Dunkin Donut's, Seoul, South Korea, named "Flavor Radio" used these approaches to sell coffee. Based on that case, the question is how Cross Communication and Experiential Marketing was applied in "Flavor Radio". The data collecting method that is used was collecting secondary data from the internet. The analysis shows that by applying those two new approaches, the campaign was well-executed while successfully attracted more visitor to the store and raised the sales.;The fast development of technology is affecting the advertising world. To get attention from today customer is getting harder. Therefore, new method is needed to approach the customer. Two of the newest ways to approach the target are Cross Communication and Experiential Marketing. A campaign held by Dunkin Donut's, Seoul, South Korea, named "Flavor Radio" used these approaches to sell coffee. Based on that case, the question is how Cross Communication and Experiential Marketing was applied in "Flavor Radio". The data collecting method that is used was collecting secondary data from the internet. The

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