

Sensory Marketing dalam Kajian Literatur Ringkas (Contoh Implementasi pada Brand Parfum Le Labo) = Sensory Marketing in Brief Literature Review (Example of Implementation on Perfume Brand Le Labo)

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Abstrak

Sensory marketing merupakan pemasaran yang melibatkan indra-indra dalam rangka mempengaruhi persepsi, kognisi, perilaku, serta pengambilan keputusan konsumen. Melalui kajian literatur, studi ini bertujuan untuk memperoleh pemahaman akan sensory marketing serta bagaimana sensory marketing dapat diimplementasikan melalui contoh kesuksesan brand parfum Le Labo. Temuan dalam makalah ini menunjukkan bahwa perhatian akan implementasi sensory marketing baik dalam ranah penelitian maupun praktik semakin signifikan dan terus berkembang. Sensory marketing membawa brand dari pemasaran 2D (audio dan visual) yang bersifat tradisional menuju 5D (melibatkan kelima indra) sebagai pendekatan dengan nilai unggul yang dapat membantu brand untuk berkembang di tengah tantangan dari pasar dan lanskap retail yang semakin tersaturasi dan kompetitif. Meskipun e-commerce dan Internet semakin mendominasi, terdapat dimensi-dimensi sensoris yang tidak dapat dijangkau secara online. Maka dari itu, sensory marketing menjadi relevan untuk dipraktikkan. Melalui integrasi antara atribut-atribut dari penglihatan, pendengaran, penciuman, peraba, dan perasa, brand dapat membentuk image serta value untuk membangun hubungan dengan konsumen melalui pengalaman multisensoris. Kajian ini menemukan bahwa studi mengenai sensory marketing belum banyak ditemukan dan dikembangkan dalam jurnal-jurnal di Indonesia. Melalui berbagai contoh, implementasi sensory marketing ditunjukkan sangat menguntungkan bagi brand. Pendekatan sensory marketing dapat diterapkan dalam berbagai industri, secara khusus dalam industri wewangian yang berkembang pesat akhir-akhir ini.

.....Sensory marketing is marketing which involves and appeals to the senses in order to impact consumer's perception, cognition, behavior and decision making. Through literature review, this study aims to gain knowledge and understanding of sensory marketing and how it can be implemented by looking at the example of the success behind perfume brand Le Labo. The findings from this study shows that the attention towards the implementation of sensory marketing both academically and practically has grown to become more significant. Sensory marketing brings brands from traditional 2D marketing (audio and visual) to more advanced 5D marketing (involving all five senses) as a beneficial approach to help brands develop and get ahead in the competitive saturated market and challenging retail landscape. Although e-commerce and the Internet are dominating, there are limitations to which some sensory dimensions cannot be reached online. Hence, sensory marketing becomes relevant to be practiced. By integrating various attributes of vision, audition, olfaction, somatosensation and gustation, brands are able to establish image and value in order to build relationships with consumers through multisensory experiences. This review finds that studies regarding sensory marketing are not found to be many and developed in journals in Indonesia. The approach of sensory marketing can be implemented in various industries, especially in the fragrance industry which has been rapidly growing and blooming recently.