

Ekplorasi terhadap experiential marketing pada JKT48 = Eksploring experiential marketing of JKT48

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Abstrak

[ABSTRAK
 Sebagai grup idola, JKT48 menuai sukses di Indonesia. Mengikuti kesuksesan versi aslinya, AKB48 yang

berasal dari Jepang. Dikatakan bahwa kunci kesuksesannya adalah karena cara mereka berinteraksi dengan penggemarnya, memberikan pengalaman yang unik dan berkemesan membentuk hubungan yang lebih dalam.

Pengalaman itu diberikan melalui marketing tools khusus milik JKT48, yaitu pertunjukan rutin di Theater JKT48, handshake event, dan acara pemilihan yang dikenal sebagai Seinbatsu Sousenkyo. Karena semakin hari

produk semakin susah dibedakan karena jumlahnya semakin banyak. Sehingga pemasar kesulitan membuat produknya menonjol. Oleh karena itu para pemasar mulai memberikan experience pada produk yang mereka tawarkan sebagai nilai lebih dan pembeda untuk konsumen. Strategi ini disebut experiential marketing, yang berfokus menciptakan pengalaman yang unik dan berkesan pada konsumen untuk menjalin hubungan yang kuat

dengan konsumen. Tujuan dari artikel ini adalah untuk mengeksplorasi, mengidentifikasi, dan memahami praktek experiential marketing dalam tiga marketing tools JKT48, yang membuatnya sukses di Indonesia. Studi

ini menggunakan pendekatan kualitatif dengan metode deskriptif. Hasil yang ditemukan adalah bahwa JKT48

menggunakan strategi, experiential marketing, sensory marketing, dan pengalaman berpartisipasi kepada penggemarnya.<hr>

ABSTRACT
 As an idol group JKT48 is doing pretty good in Indonesia. Following the success of its original version AKB 48

from Japan. It is said the key of such success is the way they interact with their fans, by giving them unique and

memorable experience, which makes deeper connection. They deliver the experience by their special marketing

tools; routine show JKT48 Theater; handshake Event, and voting event which known as Seinbatsu Sousenkyo.

Because products become more commoditized making them hard to stand out, marketers start giving experience

to their offering to create more value to the customers. This is called as experiential marketing, which focus on

creating unique and memorable experience to connect with customers in engaging way. The purpose of this article is to explore, identificate, and understand the experiential marketing practice in the three marketing

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of JKT48, which have made it success in Indonesia. This study applies qualitative approach with descriptive method. This study found JKT48 employs experiential marketing, sensory marketing, and customer participation

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