

Experiential Marketing Analysis at Saung Angklung Udjo Bandung

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Keywords: Strategic Experiential Modules (SEMs); Experiential elements Providers (ExPros).

Abstract: This study aims to find out the phenomenon of tourism object Saung angklung udjo which became one of the tourist destinations in the city of Bandung. The research method uses qualitative technique and descriptive research. The method of analysis used is the technique of data reduction, display data and verification. Test data credibility using triangulation. The results of this study found that Saung Angklung Udjo Bandung, has owned and applied experiential marketing well to provide impressive experience to the visitors through experiential modeling dimensions, namely Strategic Experiential Modules (SEMs) and tactical tools that applied through seven Experiential elements Providers (ExPros) where the two dimensions are a unity of processes and tactical tools to achieve the purpose of experiential marketing implementation.

1 INTRODUCTION

Tourism is one of the sectors that can contribute greatly in the efforts of regional economic growth. Tourism destination is a geographical area that is in one or more administrative areas in which there is potential, tourist attraction, public facilities, tourism facilities, accessibility, as well as interconnected communities and complete the realization of tourism (Chou, 2013; Yoeti, 2008; Hermawan, 2006)

Bandung is the capital city of West Java Province which has great potential in the field of tourism with high visits by tourists both domestic and foreign tourists. One of the famous destinations that provide services in the culture and art tourism industry in Bandung is SaungAngklungUdjo.

Saung Angklung Udjo (SAU) is known as a producer of bamboo handicrafts, bamboo musical instrument workshop, and selling center of angklung musical instrument. The most prominent aspect of Saung Angklung Udjo which is also their core business is Saung Angklung Udjo status which became a popular Sundanese cultural and artistic tourism destination in Bandung City which has been heard in both domestic and international level.

2 LITERATURE REVIEW

According to Schmitt (1999), experiential marketing is a marketing strategy used by companies to display products in such a way that is able to produce memorable experience so as to touch the hearts and feelings of customers in a positive manner. Schmitt (2003) states that the essence of experiential marketing concept is marketing management driven by experience development. Experiential itself comes from the word experience which means an experience. Definition of experience according to Schmitt (2009: 144): "Experiences are private events that occur in response to some stimulation (eg as provided by the marketing efforts before and after purchase)" which means experience is personal events that occur due to a certain stimulus for example, things provided by the company before and after the purchase of goods or services).

Furthermore, Andreani (2007), defines experiential marketing as an event or experience that has a goal to explore products and experiences for future purchases; it is based on experiential marketing being more focused on extracting the essence of the product and then apply it to the intangible and physical form of an interactive experience that increases the value of the product or service that helps customers make purchasing decisions.

Schmitt (2005) describes a conceptual framework in managing the accumulated experiential marketing

experience for a company, divided into two concepts, namely Strategic Experiential Modules (SEMs), which form the basis of experiential marketing and Experience Providers (ExPros) into tactical tools to implement experiential marketing.

2.1 Strategic Experiential Modules (SEMs)

According to Schmitt (1999: 64) Strategic Experiential Modules (SEMs) describe five types of customer experience that are the basis of experiential marketing, the five types are sense, feel, think, act and relate. SEMs.

2.1.1 Sense

Sense focuses on feelings with the intention of creating the experience through the five senses ie, sight, sound, taste, touch, and smell. Sense can be used to differentiate companies and products, provide motivation to customers, and add value to the product. Sense must be able to influence the five senses of the customer and become a good stimulus in order to provide an impressive experience.

2.1.2 Feel

Feel strives to attract the deepest feelings and emotions of customers in order to create a deep feeling for the customer experience. Starting from the usual feelings to the level of strong emotions because of pride and prestige to what has been passed. If the company intends to use the feel marketings as part of marketing strategy, then there are two things that must be understood, namely:

2.1.3 Mood (mood)

Mood can be generated by providing specific stimuli. Mood is a state of affection that is positive or negative. Moods often have a strong influence on what consumers remember and what brands they choose.

2.1.4 Emotions (emotion)

Emotions are stronger than moods and are affective statements of specific stimuli, such as anger, jealousy, and love. These emotions are always caused by something or someone (person, event, company, product or communication pattern).

2.1.5 Think

Think comes from surprises, interests, and to attract consumers to think and concentrate. Think encourages consumers to care more and think creatively, to trigger them to evaluate companies and products.

2.1.6 Act

Act marketing is designed to create an experience related to the body's experience (physical / body), long-term behavioral patterns and lifestyles, and experience as a result of interaction with others, which will enrich the lives of customers with a bodily experience (Schmitt 1999: 54) . Act moves beyond sensation, affection, and cognition.

2.1.7 Relate

Relate connects individual consumers with society or with a culture. Relate to the power of Pull the deepest desire for customers to the formation of self-improvement, social-economic status, and image.

2.2 Experiential Providers

Experiential providers (ExPros) explain how SEMs can be formed or also called as a means of communication between producers / companies with consumers. The media used can be communications, visual / verbal identity, product present, co-branding, spatial environment, electronic media and people (Schmitt, 2003; Amir, 2007)

2.2.1 Communication

Communication includes covering advertising which is one of ExPros's most important communications and then following magalogs.

2.2.2 Visual / Verbal Identity

Visual / verbal identity ranges from:

- Names (name)
Giving a brand name to a product / company is important because it provides an experience to the customer who reads and / or hears it. Giving a name leads to the identity of the company owner, functional value as well as certain emotional value.
- Logos (Logo)
Logo is a form of drawing or sketch with a certain meaning and can represent a meaning

from the company to be easy to remember as a substitute of the real name.

2.2.3 Product Presence

Products can also create experience through product design, packaging and display of products and characters used as part of packaging. Product design explains the color, image, and symbols delivered more attractively to deliver product messages more effectively. Innovative product design can be tailored to the moment. As Packaging is used to pay attention to the packaging of a product and have high expectations for it, a packaging can deliver or bring the message to the consumer.

2.2.4 Co-branding

Co-branding is used to build the fifth experiential modules consisting of event marketing and sponsorship and product placement. Here is explained about event marketing and sponsorship and product placement (Kotler, 2009; 2004)

- Event marketing and sponsorship
Event marketing and Sponsorship is one of the important components in experiential marketing. The purpose of event marketing is to forge emotions and consumer memory.
- Product placement
The proper placement or use of the product becomes one of the efforts in establishing co-branding.

2.2.5 Spatial Environment

Buildings, offices, factories, and retail is the environment in question to provide a separate experience for consumers. Experiential environment is a broad expression and so-called brand culture that is the values and behavior of the company's human resources behind a brand.

2.2.6 Website and Electronic Media

In the present era, in addition to relying on electronic media such as e-mail and other electronic short messages, companies tend to rely more on social media to build relationships and media interactions to customers.

2.2.7 Browse

The person referred to herein is the seller, the representative of the company, the employee, the customer service, and anyone who may be associated with the company or brand. People will be at the

forefront in the application of experiential marketing strategy in a company.

3 METHODOLOGY

The method of research is basically a scientific way to get data with a specific purpose and usefulness (Bungin, 2011; Sugiyono, 2011). The method used in this research is qualitative research method (Rangkuti, 2011). The type of research used in this study using descriptive study. The data required by this research is obtained from source from primary data and secondary data (Moleong, 2011).

2.1 Types of Research

The type of research used in this study using descriptive study.

2.2 Data Source

The data required by this research is obtained from source from primary data and secondary data.

2.3 Informant Research

- Key informants, i.e. those who know and have a variety of basic information needed in research. Head Manager and Sales Marketing and Corporate Secretary of PT Saung Angklung Udjo
- Key informants, i.e. those directly involved in the social interactions studied, where key informants were drawn from several employees working in Saung Angklung
- Additional informants, i.e. those who can provide information about experiential marketing. The additional informants were taken from Saung Angklung Udjo's visitors.

2.4 Data Analysis Technique

- Data Reduction (Data Reduction).
- Display Data (Data Presentation)
- Verification / Drawing Conclusion

2.5 Testing Data Credibility (Moleong, 2011)

- Triangulation
- Extension of observation
- Using reference materials

3 RESULTS AND DISCUSSION

Variable of Strategic Experiential Marketing (SEMs) in Saung Angklung Udjo Bandung Dimension of Sense Saung Angklung Udjo Bandung.

3.1 Sight

Aspect of this presentation is the focus of Saung Angklung Udjo with the implementation of plastic wrap to shop and packaging products both angklung products and various other art products in various sizes of the product scale where the packaging of each product to adjust the size of the products in it.

3.2 Hearing

Sound aspect (sound) performed by Saung Angklung Udjo among others by continuing to angklung musical ring to further strengthen sense of visitor in aspect of sense of hearing.

3.3 Taste

The next Sense Marketing is the development of a stimulation-based experience on the senses with taste or taste stimulation. This is reflected in the welcome drink menu choices such as Sundanese special drinks such as Bandrek, Ice Lilin, and Bajigur. Welcome drink is served to all visitors already included from the facilities obtained from the entrance ticket.

3.4 Smell

Saung Angklung Udjo is committed to providing natural aroma of nature in every corner of the environment. But management does not tolerate the unpleasant smells caused by the waste. Cleaning up garbage so as not to cause unpleasant smell done twice a day, i.e. in the morning and late evening. In addition, the aroma of the bathroom is also maintained by providing camphor and air freshener.

3.5 Dimension of Feel Saung Angklung Udjo Bandung

In keeping with the moods and emotion of the visitors during the performance, the MC became the first person on duty to bring the atmosphere up and make the show go smoothly and interestingly. MC is required to Maintaining and improving visitor moods and bringing visitors emotion to the stage of joy, happiness, and even pride.

3.6 Dimensions of Think Saung Angklung Udjo Bandung

One of the efforts undertaken by Saung Angklung Udjo management is by displaying information boards containing information about diverse or modern Angklung Buhun created and developed in Saung Angklung Udjo. This information board becomes a display of claims from Saung Angklung Udjo that SAU is the pioneer of developing and manufacturing modern angklung.

3.7 Dimension of Act Saung Angklung Udjo Bandung

Saung Angklung Udjo provides an experience with the opportunity to visitors to perform live activities by playing music using angklung instruments to play various songs. Generally, the selected songs are national songs such as Halo-Halo Bandung, Bagimu Negeri, famous pop songs, and foreign songs.

3.8 Dimensional of Relation Saung Angklung Udjo Bandung

Saung Angklung Udjo as a tourism company that relies on experience as a superior product makes a combination of sense marketing, marketing feel, think marketing, and act marketing as a collaboration to form a separate niche market that has relate to service content brought by Saung Angklung Udjo. Variable of Experiential Providers (ExPros) Saung Angklung Udjo.

3.9 Dimensional of Communication Saung Angklung Udjo Bandung

For advertisements used, Saung Angklung Udjo uses billboards, posters, banners, company profiles, product catalogues and brochures for offline media, as well as social media, youtube channels, websites, e-brochures for online media used. As for offline advertising media such as billboards, banners, catalogues, and company profile company, Saung Angklung Udjo in cooperation with Erpedana Media Visionary Media as consultant design in the procurement.

3.10 Dimension of Visual / Verbal Identity Saung Angklung Udjo Bandung

Visual identity in the form of product appearance that will be seen directly by consumers. The essence of the visual identity of Saung Angklung Udjo is "Bamboo Clump" which means: Alunan (Saung Angklung Udjo will always move Dynamic, Playful and Energetic in developing Indonesian culture especially Sundanese culture), Rumpun (with the spirit of Togetherness and Gotong Royong at every step taken By Saung Angklung Udjo), Bamboo (as Roots and Basic Material of an Angklung, and Saung Angklung Udjo will continue to move forward without forgetting its origin by upholding the values that have been built since the first).

3.11 Product of Presence Dimension Saung Angklung Udjo Bandung

As for Saung Angklung Udjo has started producing Angklung with pentatonic and diatonic scales since know 1961. With 45 years' experience, Saung Angklung Udjo is present as a production center and bamboo tool in Indonesia. By continuously improving the variant and quality of the various its products, currently Saung Angklung Udjo not only known as a bamboo musical instrument production but as a center of bamboo handicrafts.

3.12 Dimension of Co-Branding Saung Angklung Udjo Bandung

Saung Udjo made this marketing and sponsorship event as one of the company's main marketing strategies.

3.13 Dimension of Spatial Environment Saung Angklung Udjo Bandung

"Back to Nature" is a theme carried by Saung Angklung Udjo in every concept presented. This can be felt by visitors with the many trees and bamboo groves that grow shady around the neighborhood Saung Angklung Udjo. This is to encourage visitors feel to feel the comfortable atmosphere and natural impression that try presented by Saung Angklung Udjo.

3.14 Dimensions of Website and Electronic Media Saung Angklung Udjo Bandung

"The website used by Saung Angklung Udjo is www.saungangklungudjo.co.id. Media website is more to the needs of promotion and information to consumers because there is no interaction features. Information can be seen in menu Home and there is also FAQ (Frequently Answer and Question) that can be read visitor website.

3.15 Dimensions of People Saung Angklung Udjo Bandung

The first thing that concerns the appearance of staff that aims to support the visitors' confidence in the services they receive. Saung Angklung Udjo staff wear work uniforms in the form of Sundanese kebaya for female staff with headband for male staff. Visitors can recognize the Saung Angklung Udjo staff with angklung pin marks installed in certain sections on the staff's outfit.

4 CONCLUSIONS

The results of this study show that Saung Angklung Udjo Bandung, has owned and applied experiential marketing well to provide impressive experience to the visitors through experiential modeling dimensions, namely Strategic Experiential Modules (SEMs) and tactical tools that applied through seven Experiential elements Providers (ExPros) where the two dimensions are a unity of processes and tactical tools to achieve the purpose of experiential marketing implementation.

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