

ABSTRACT

Rapid development of the world with the presence of more advance and developed Information technology, give significant impact to the increase competition of the industry and new breakthroughs that were carried out by the marketer to boost up the number of sales (sales volume). *Experiential marketing* implementation by firms is one of the strategies to respond rapid development of the world and technology. *Experiential marketing* approach is expected to give the consumer good experience of the products and brands offered by the company. In experiential marketing, there are five approaches which are *sense, feel, act, think, relate*, either before or by the time they consume a product or service. This research shows that *experiential marketing* is very effective for marketers in building brand image, which is expected to build a positive brand image in the minds of consumers. Positive brand image certainly can enhance consumer brand loyalty in consuming the product, and with the formed brand loyalty, brand community can also be formed.

Key words: Experiential marketing, brand image, brand loyalty, brand communities.