



INTISARI

Tugas akhir ini meneliti mengenai metode *experiential marketing* yang diterapkan oleh *Tulip's Living Café and Home Décor* Yogyakarta. Tujuan dari penelitian ini untuk mengetahui metode *experiential marketing* *Tulip's Living Café and Home Décor* Yogyakarta. Metode penelitian yang digunakan adalah deskriptif kualitatif berdasarkan sumber data primer dan sekunder. Peneliti menggunakan metode *Focus Group Discussion* (FGD) dengan pihak internal dan eksternal *Tulip's Living Café and Home Décor* Yogyakarta yang merupakan manajer operasional, *online marketing* dan konsumen *Tulip's Living Café and Home Décor* Yogyakarta. Berdasarkan hasil penelitian yang dilaksanakan, dapat disimpulkan bahwa penerapan metode *experiential marketing* yang dilakukan *Tulip's Living Café and Home Décor* Yogyakarta sudah sesuai dengan teori indikator *experiential marketing*: *sense, feel, think, act dan relate*.

Kata kunci: *Experiential Marketing, Sense, Feel, Think, Act, Relate*.



ABSTRACT

This research examines the experiential marketing method applied by Tulip's Living Café and Home Décor Yogyakarta. The purpose of this research was to find out the experiential marketing method of Tulip's Living Café and Home Décor Yogyakarta. The method used is descriptive qualitative based on primary and secondary data sources. The researcher used the Focus Group Discussion (FGD) method with internal and external parties, such as the operational manager, online marketing and consumer of Tulip's Living Café and Home Décor Yogyakarta. Based on the results of the research conducted, it can be concluded that the implementation of experiential marketing methods by Tulip's Living Café and Home Décor in Yogyakarta is accordance to the experiential marketing indicator theory: sense, feel, think, act and relate.

Keywords: *Experiential Marketing, Sense, Feel, Think, Act, Relate.*