

ABSTRAK

Experiential marketing merupakan strategi pemasaran yang menekankan penciptaan pengalaman langsung, emosional, dan bermakna bagi konsumen. Gembira Loka Zoo mengimplementasikan strategi ini melalui *special event* bertajuk *Pesona Gembira Loka*, sebuah pameran edukatif yang menghadirkan kebun binatang mini ke dalam pusat perbelanjaan. Penelitian ini bertujuan untuk menganalisis implementasi *experiential marketing* dalam *event* tersebut dengan menggunakan teori Bernd H. Schmitt, yaitu *Strategic Experiential Modules (SEMs)* dan *Experience Providers (ExPros)*. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus, serta pengumpulan data melalui wawancara mendalam dan dokumentasi. Hasil penelitian menunjukkan bahwa seluruh dimensi *experiential marketing* berhasil diterapkan secara terpadu dan saling mendukung, mulai dari stimulasi pancaindra, keterlibatan emosional, hingga interaksi sosial. Namun, terdapat kendala seperti keterbatasan ruang dan tingginya antusiasme pengunjung yang memengaruhi kualitas pengalaman secara menyeluruh.

Kata Kunci: *experiential marketing*, Pesona Gembira Loka, SEMs, ExPros, pengalaman konsumen.

ABSTRACT

Experiential marketing is a promotional strategy that emphasizes the creation of direct, emotional, and meaningful experiences for consumers. Gembira Loka Zoo implements this strategy through a special event titled Pesona Gembira Loka, an educational exhibition that brings a mini zoo into a shopping mall. This study aims to analyze the implementation of experiential marketing in the event using Bernd H. Schmitt's theoretical framework, namely Strategic Experiential Modules (SEMs) and Experience Providers (ExPros). This research adopts a qualitative approach with a case study method, the data were collected through in-depth interviews and documentation. The findings indicate that all dimensions of experiential marketing were applied in an integrated and mutually reinforcing manner, ranging from sensory stimulation and emotional engagement to social interaction. However, several challenges were identified, such as spatial limitations and high visitor turnout, which affected the overall quality of the visitor experience.

Keywords: *experiential marketing, Pesona Gembira Loka, SEMs, ExPros, consumer experience.*