

ABSTRAK

Persaingan bisnis kuliner di Yogyakarta semakin kompetitif seiring meningkatnya minat masyarakat terhadap wisata kuliner berbasis budaya. Dalam konteks ini, restoran pendatang seperti Bebek Indra berupaya menonjolkan keunikannya di tengah dominasi kuliner lokal khas Jawa. Penelitian ini bertujuan untuk menganalisis strategi komunikasi pemasaran multisensory yang diterapkan Bebek Indra dalam menciptakan pengalaman budaya Bali yang imersif dan membedakan dirinya di pasar kuliner Yogyakarta. Pendekatan penelitian yang digunakan adalah kualitatif deskriptif, dengan teknik pengumpulan data berupa wawancara mendalam, dokumentasi, dan studi pustaka terhadap pihak manajemen serta pengunjung Bebek Indra. Bebek Indra menerapkan strategi pemasaran dengan melibatkan lima pancaindra konsumen penglihatan, pendengaran, penciuman, perabaan, dan pengecapan, melalui suasana restoran yang bernuansa Bali seperti dekorasi, alunan gamelan, aroma dupa, dan penyajian kuliner khas. Hasil penelitian menunjukkan bahwa strategi komunikasi multisensory mampu menciptakan customer experience yang mendalam, memperkuat positioning brand sebagai restoran berkonsep budaya Bali di tengah kota Yogyakarta. elemen visual seperti dekorasi khas Bali dan konten media sosial berhasil menarik perhatian pelanggan (attention). Minat (interest) dibangun melalui sajian menu autentik dan pertunjukan tari Bali. Keinginan (desire) diperkuat dengan testimoni dan konten dari food vlogger, sementara tindakan (action) didorong oleh kemudahan reservasi dan program promosi. Strategi ini sejalan dengan pendekatan marketing 6.0 yang menekankan pentingnya pengalaman emosional dan sensorik dalam membangun koneksi antara merek dan konsumen. Penelitian ini menegaskan bahwa pemasaran multisensory merupakan strategi efektif dalam menciptakan diferensiasi, pengalaman pelanggan, dan meningkatkan daya tarik Bebek Indra dalam industri kuliner yang semakin kompetitif.

Kata kunci: Komunikasi Pemasaran Multisensory, Customer Experience, Strategi AIDA, Marketing 6.0, Bebek Indra Yogyakarta

ABSTRACT

The culinary business in Yogyakarta is becoming increasingly competitive in line with the growing public interest in culturally themed culinary tourism. In this context, newcomer restaurants like Bebek Indra strive to highlight their uniqueness amid the dominance of traditional Javanese cuisine. This study aims to analyze the multisensory marketing communication strategy implemented by Bebek Indra in creating an immersive Balinese cultural experience and distinguishing itself in Yogyakarta's culinary scene. This research employs a descriptive qualitative approach using in-depth interviews, documentation, and literature studies involving management and customers of Bebek Indra. The restaurant applies a marketing strategy that engages all five human senses—sight, hearing, smell, touch, and taste—through its Balinese-themed ambiance, including traditional decorations, gamelan music, incense aromas, and authentic culinary presentation. The findings show that this multisensory communication strategy successfully creates a deep customer experience and strengthens the brand's positioning as a Balinese cultural concept restaurant in the heart of Yogyakarta. Visual elements such as Balinese décor and social media content effectively attract customer attention. Interest is cultivated through authentic Balinese dishes and traditional dance performances. Desire is reinforced by customer testimonials and food vlogger content, while action is encouraged through easy reservation processes and promotional programs. This strategy aligns with the principles of Marketing 6.0, emphasizing emotional and sensory engagement in building connections between brands and consumers. This study confirms that multisensory marketing is an effective strategy to create brand differentiation, enhance customer experience, and increase the appeal of Bebek Indra in an increasingly competitive culinary industry.

Keywords: Multisensory Marketing Communication, Customer Experience, AIDA Strategy, Marketing 6.0, Bebek Indra Yogyakarta.