

ABSTRAK

Penelitian ini bertujuan untuk menganalisis Implementasi Komunikasi Pemasaran pada era Marketing 6.0 yang diterapkan oleh The House of Raminten Yogyakarta Kotabaru. Seiring berkembangnya teknologi digital dan perubahan perilaku konsumen, konsep pemasaran tradisional mengalami pergeseran menuju pendekatan yang lebih imersif dan berbasis pengalaman. Marketing 6.0 hadir sebagai bentuk pemasaran kontemporer yang memadukan teknologi dengan nilai-nilai humanistik dan budaya lokal, di mana pengalaman pelanggan yang holistik menjadi fokus utama. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Informan penelitian terdiri dari tim marketing, karyawan, dan pelanggan The House of Raminten. Penelitian ini mengkaji lima pilar utama dalam Marketing 6.0: *Frictionless Experience*, *Multisensory Experience*, *Participate Experience*, *Interactive Experience*, dan *Storytelling Experience*. Hasil penelitian menunjukkan bahwa The House of Raminten sudah mengintegrasikan nilai-nilai budaya Jawa ke dalam strategi komunikasi pemasaran mereka melalui pendekatan multisensori, pengalaman partisipatif, hingga narasi budaya yang kuat. Namun, dari sisi teknologi, pemanfaatannya masih belum optimal untuk mendukung seluruh pilar Marketing 6.0, terutama dalam menciptakan pengalaman digital yang terintegrasi. Penggunaan media sosial, personalisasi layanan, dan atmosfer restoran yang imersif tetap membutuhkan integrasi teknologi canggih seperti interaktivitas berbasis AI atau pengalaman *real-time* masih terbatas.

Kata kunci: Komunikasi Pemasaran, Marketing 6.0, Budaya Jawa

ABSTRACT

This study aims to analyze the implementation of marketing communication in the era of Marketing 6.0 as applied by The House of Raminten Yogyakarta Kotabaru. Along with the advancement of digital technology and shifts in consumer behavior, traditional marketing concepts have shifted toward a more immersive and experience-based approach. Marketing 6.0 emerges as a form of contemporary marketing that integrates technology with humanistic values and local culture, with a holistic customer experience as its central focus. This research uses a qualitative descriptive approach with data collection techniques including interviews, observation, and documentation. The research informants consist of the marketing team, employees, and customers of The House of Raminten. This study examines the five main pillars of Marketing 6.0: Frictionless Experience, Multisensory Experience, Participate Experience, Interactive Experience, and Storytelling Experience. The results show that The House of Raminten has successfully integrated Javanese cultural values into their marketing communication strategy through multisensory approaches, participatory experiences, and strong cultural narratives. However, in terms of technology, its utilization is still not optimal to support all pillars of Marketing 6.0, particularly in creating integrated digital experiences. The use of social media, service personalization, and immersive restaurant atmosphere still requires the integration of advanced technologies such as AI-based interactivity or real-time experiences, which remain limited.

Keywords: *Marketing Communication, Marketing 6.0, Javanese Culture*

