ABSTRAK

Penelitian ini bertujuan untuk mengetahui penerapan strategi *experiential marketing* 'Mojok Store' dalam menarik pengunjung di era digital. Di tengah perkembangan teknologi digital, cara masyarakat memperoleh dan mengonsumsi buku mengalami perubahan. Kehadiran platform penjualan buku daring, e-book, serta berbagai media digital membuat masyarakat semakin mudah mengakses bahan bacaan tanpa harus datang ke toko buku. Kondisi tersebut menyebabkan banyak toko buku fisik mengalami penurunan jumlah pengunjung bahkan gulung tikar. Di tengah perubahan tersebut, 'Mojok Store' ada sebagai toko buku fisik yang menghadirkan pengalaman yang hanya dapat dirasakan melalui kehadiran langsung di ruang tersebut. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi terhadap pengelola serta pengunjung 'Mojok Store'. Pedoman wawancara disusun berdasarkan konsep pengalaman yang dibangun, aktivitas dan interaksi, makna dan tujuan, serta relevansinya dengan perkembangan teknologi digital. Hasil penelitian menunjukkan bahwa 'Mojok Store' menerapkan *experiential marketing* melalui berbagai *experience providers* yang membentuk dimensi pengalaman pengunjung berupa *sense*, *feel*, *think*, *act*, dan *relate*. Pengalaman yang dihadirkan tidak hanya menarik pengunjung untuk datang secara langsung, tetapi juga mendorong pengunjung membagikan pengalaman mereka melalui media sosial sehingga memperluas penyebaran pengalaman secara organik. Fungsi toko fisik tidak lagi hanya sebagai tempat transaksi, tetapi juga sebagai ruang pengalaman yang mampu membangun *awareness* dan engagement konsumen. Sementara itu, pembelian buku lebih banyak dilakukan melalui platform online karena dianggap lebih praktis dan ekonomis, terutama dengan adanya berbagai promo, diskon, serta voucher yang ditawarkan baik oleh *brand* maupun platform *e-commerce*, khususnya pada momen-momen tertentu seperti tanggal kembar dan *payday sale*.

Keyword: *Experiential Marketing*, Experience Providers, Media Sosial, Toko, Buku Fisik, Pengalaman Pengunjung

ABSTRACT

This study aims to examine the implementation of experiential marketing strategies at Mojok Store in attracting visitors in the digital era. The development of digital technology has changed the way people access and consume books through online bookstores, e-books, and other digital platforms. As a result, many physical bookstores have experienced a decline in visitors. In this context, Mojok Store remains relevant by offering unique experiences that can only be obtained through direct visits. This study employed a descriptive qualitative method. Data were collected through in-depth interviews, observations, and documentation involving both the management and visitors of Mojok Store. The interview guidelines were developed based on the concepts of created experiences, activities and interactions, meaning and purpose, and their relevance to digital technological developments. The findings show that Mojok Store implements experiential marketing through various experience providers that create the dimensions of sense, feel, think, act, and relate. These experiences not only encourage visitors to come to the store but also motivate them to share their experiences on social media, contributing to the organic spread of information and increasing public awareness of the brand. The role of a physical bookstore has shifted beyond a transactional function to become an experiential space that fosters consumer awareness and engagement. Meanwhile, book purchases are more commonly made through online platforms due to their convenience and affordability, particularly because of the various promotions, discounts, and vouchers offered by both brands and e-commerce platforms, especially during special events such as double-date campaigns and payday sales.

Keywords: *Experiential Marketing, Experience Providers, Social Media, Store, Physical Bookstore, Visitor Experience*