

ABSTRACT

Marketing Strategy has a very important role in maintaining the sustainability and growth of a business and maintaining its position in the market. Boehoen Coffee Shop from January to August 2024 has an inconstant number of visitors due to a lack of Marketing Strategy. Nowadays marketing strategies are not just about marketing products, but also showing how the product or brand can meet consumer expectations and provide a memorable experience. The theory used in this study is Experiential Marketing by Schmitt (1999) including sense, feel, think, act, relate

The purpose of this study is (1) to find out the general overview of the Boehoen Sumedang Coffee Shop, (2) To find out the Experiential Marketing Strategy in Increasing Consumer Engagement in the Boehoenn Sumedang Coffee Shop, (3) To find out the obstacles of the Boehoen Coffee Shop and the efforts it makes.

The research method used is the Qualitative Method with a descriptive approach. Primary data collection techniques are carried out by Observation, Interview, and Documentation and Secondary data collection techniques are obtained from Journals, the internet and books. With data analysis techniques carried out Data Collection, Data Reduction, Data Presentation, and Drawing conclusions.

The results of the study show that Boehoen.co have implemented several elements of Experiential Marketing. However, there are several aspects that still need to be improved, such as the aroma that is still not attractive to consumers, the interior concept, the presence of noise, the power outlet and music facilities are not available on the upper floor, and the menu is still not attractive.

Keywords: Marketing Strategy, Experiential Marketing Strategy, Consumer Engagement