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Café Langit Seduh's Formulation in Building Communication Orchestration Experiential Marketing Based Marketing

Hevi Novianti [1], Ika Yuliasari [2], Hudi Santoso [3]

[1,2,3] Communication Science Postgraduate Program (S2) Faculty of Communication Sciences, Jayabaya University, Jakarta, Indonesia

Correspondence : vian.hn@gmail.com

Abstract

For the café industry, specifically Langit Seduh, the growing abundance of information and communication technology has introduced a new lease on life for the sustainability of marketing communications. The digital realm that significantly impacts the creation and preservation of its business's stability is the Instagram social media platform. The large number of Instagram users has led Langit Seduh cafe to depend on the advancements of each feature offered in its promotional activities based on experiential marketing in order to face business competition. This research seeks to examine the marketing strategy program founded on experiential marketing implemented by Langit Seduh cafe Jakarta. This research is a mixed method study with a case study approach. The research technique is conducted through observation, interviews, and surveys of informants and participants who have been selected. The findings of this research suggest that the marketing communication strategy implemented by Langit Seduh cafe Jakarta is set to develop the 9P components of the marketing mix along with sense, feel, think, act, and relate in order to create a harmonious and dynamic marketing communications.

Keywords: Promotional Communication Blend, Marketing Strategy Mix, Experiential Promotion, Media Sosial, Instagram, Langit Seduh, Kafe

INTRODUCTION

The emergence of increasingly massive information and communication technology has interrupted nearly every facet of human interaction, encompassing the corporate sector. Its presence, which is the result of human innovation, is marked by various systems and applications in the digital space that can offer ease in communicating, engaging, and conducting transactions.

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The large number of users as stated by the Indonesian Internet Service Provider (APJII) which estimates the total of internet users for this year (2025) will increase by around 6 million users or only increase by 1%-2% compared to the success in 2024 (Tempo.co, 2025), has prioritized this digital realm, particularly via social media, as essential for expansion, evolution, and sustainability within its operations.

Likewise with Langit Seduh, as a café-type business, the existence of social media is a breath of fresh air in creating *product awareness* in its marketing communication activities to attract consumers. Based on experiential marketing, *engagement* generated from content presented on social media can be known through likes, comments, and shares. In the context of promotional activities, designs in the the ways in which initiatives and tactics are structured should be of special attention. The progression and alignment in their execution need to be evaluated gradually, encompassing the creation of promotional media resources andchannels.

In Jakarta, as a bustling metropolitan area, where most of the population is identified as consumer-oriented, active, and indulgent, the cafe's concept and environment are crucial factors in generating interest among customers who enjoy spending time with family and business associates,pursue tranquility, or strive. This habit has similarly turned into an integral aspect of their everyday existence.

The significant demand for dining establishments or venues for in-person gatherings drives this industry to continually change, expand, and evolve in pursuit of success that has the potential for substantial profits. The number of cafes that have emerged has inevitably given rise to business competition. For the Langit Seduh cafe, the impact of this business competition, if not anticipated as early as possible, has the potential to close down or go bankrupt. Competition is not a new problem in business, this can be observed from the advancement of a producer who is consistently pursued by other competitors who are progressing in the same direction. (Aldi Indrhawardana *et al.,* 2022).

The numerous cafes that have arisen offer significant opportunities for customers to transition from one venue to another. This has led to a decline in loyalty for Langit Seduh. Many newly established cafes have sprung up their company has already declared bankruptcy because they could not adapt to the market. Therefore, Langit Seduh needs a range of programs and tactics in its marketing communications. This is because a product that lacks an adequate program and strategy will undoubtedly have a significant effect on the stability of the company.

For Langit Seduh, the offerings include not just food and beverages, but also ambiance, amenities, customer service, and ease of access. These aspects can be integrated into experiential marketing to serve as a basis for marketing communications that highlight the

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benefits of the products available. Additionally, shifts in lifestyle among individuals, particularly in the vibrant city of Jakarta, contribute to the rising demand for dining establishments that provide not only meals but also an intriguing dining experience. In this context, rivalry in the food industryis becoming more constrained, and business stakeholders must confront increasing difficulties to sustain their survival and expand in a fiercely competitive environment. (Karolus Wulla Rato *et al.,* 2025).

Another aspect that should be highlighted for Langit Seduh to sustain its presence and uphold its reputation is, besides the menu, pricing, amenities, and accessibility, also the quality of service. The quality of service is one criterion used to evaluate the extent to which the company's service meets customer expectations. (Selvi, *et al.,* 2024). As a business entity, it is important to focus on various supporting elements of the cafe. These elements are anticipated to effectively draw customers in. (Dewi Oktaviani Sianipar*et al.,* 2023). This includes emotionally connecting experiences and favorable recollections associated with the product or brand, which subsequently boosts loyalty and the likelihood of repurchasing. (Diah Pranitasari*et al.,* 2023).

Nevertheless, for a business, specifically a café, experiential marketing is certainly a crucial aspect to execute, but a marketing strategy serves as the primary approach to ensure that its products and services are recognized and to build the company's reputation. A product marketing strategy needs to be established since every product, be it goods or services, does not immediately satisfy needs but rather undergoes specific phases. (Teguh Putro Anugrah *et al.,* 2024). A marketing communication strategy represents the initiative by business entities to share information with the broader public regarding the products offered or services provided in their operations. (Asma Khoirul Mujahiddah*et al.,* 2024).

In order to achieve that, Langit Seduh cafe, as an establishment that offers meals and beverages while serving as a venue for socializing and unwinding, needs to create and execute a marketing strategy. communicating efficiently to meet the organization's objectives. Gathering and executing within the marketing communications framework to uphold the organization’s reputation.

By utilizing Instagram social media, attractive packaging based on *the experiential* presented can certainly stimulate consumer *brand awareness* . Nonetheless, what needs to be prioritized is the alignment between the portrayal on social media and the actual situation. According to Schmitt (1999:54), experiential marketing is a method for crafting an experience that will be felt by customers when using a product or service through *sense, feel, think, act, and relate.*

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Through the idea of showcasing promotional content or materials on social media, the importance of originality should be emphasized. By adhering to the aspects outlined in Law Number 19 of 2016, now updated to Law Number 1 of 2024 regarding Information and Electronic Transactions (UU ITE), there exists an opportunity to build a positive reputation among consumers. In the necessity of reacting to business competition, this should be integrated as a crucial component of the marketing communication strategy and program.

Emphasizing the idea of an appealing visual presentation rooted in experiential marketing, in this instance, the arrangement, aesthetics, amenities, services, menus, pricing, ordering procedures, and payment methods can serve as promotional packaging that carries its own allure for Langit Seduh in diverting the attention of consumers. Essentially, the strong level of engagement among social media users to directly observe the shared information is affected by the distinctiveness of the content itself.

Moreover, in executing marketing communication initiatives and tactics, the development of a vibrant alignment grounded in experiential marketing, and embracing a predefined marketing mix will set us apart from competitors. For this reason, Langit Seduh cafe requires the creation of an integration of these two elements to create a successful marketing communications blend.

THEORETICAL BASIS

Marketing Communications

The general definition of marketing communication is the process of conveying communication and sharing thoughts among two or more individuals that can occur verbally or in written form, and through various channels. According to Philip Kotler and Kevin Lane Keller (2008: 172), "Marketing communication is a method through which businesses aim to notify, convince, and recall consumers directly." or indirectly about the products and brands they sell. In essence, marketing communication Marketing represents the “voice” of the company and its brands and is a means by which the Company is able to foster conversations and establish connections with consumers.”

Meanwhile, according to Lili Adi Wibowo (2020:169), "Marketing communication *is* an activity using communication techniques that aim to provide company information to its target audience. Marketing communication encompasses three primary goals, specifically to share information (informative communication), influence to make purchases or attract consumers (persuasive communication), and remind the audience to make repeat purchases (reminding communication). The aim of marketing communication is fundamentally to deliver: cognitive

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impacts, emotional effects, and behavioral effects. Lili Adi Wibowo (2020:170)

Marketing communication activities themselves include Public Relations (PR), Branding, Promotion, Packaging, Social Networks. Meanwhile, in its aims, specifically: Shaping consumer awareness, perceptions, and behaviors, Fostering communication and connections with consumers, Enhancing customer allegiance, and Developing customer value.

Promotion Mix

Promotion mix, also referred to as marketing communication mix. There are definitions of marketing communication mix according to several experts in general that can be used by business participants in shaping their marketing approaches via promotional mix. As stated by Kotler and Armstrong (2012:432), it is a combination of promotional tools used by companies to convey worth to customers and cultivate connections with customers.

Kotler & Amstrong (2006:137) added that there are two promotional mix strategies, namely push marketing tactics and pull marketing tactics. Push strategy is a promotional strategy that invites distribution channels to participate in promoting producer products to primary consumers, then pull strategy is a promotional a tactic that necessitates a significant investment in advertising resources, aimed at marketing products directly to consumers, thereby generating an inclination to purchase the available goods. (Aloysius Adhi Prasetyo et al.,2014). Kotler (2001) states that the promotional mix is a set of marketing tools that businesses utilize to reach their marketing objectives in the intended market.

According to Kotler and Keller (2019), the Promotion Mix has eight dimensions, namely advertising, sales promotion, events and experiences, publicity and public relations, direct marketing, interactive marketing, referrals, and direct sales. Furthermore, Kotler (2008: 174) states that the marketing communication mix *consists* of eight main elements, namely: (1) Advertising is all compensated forms of non-personal showcasing and marketing of concepts, products, or services by a recognized sponsor; (2) Sales Promotion refers to temporary incentives aimed at motivating the trial or purchase of products or services; (3) Events and Experiences are activities and programs sponsored by the company, intended to create daily or brand-related interactions; (4) Public Relations and Publicity are initiatives aimed at enhancing or safeguarding a company's reputation or that of its personnel. products; (5) Direct Marketing , is the use of mail, telephone, fax, e-mail, or the Internet to communicate directly with or solicit responses or dialogue from specific clients and potential clients; (6) Interactive Marketing, refers to digital initiatives and programs aimed at involving customers or potential clients and directly or indirectly enhancing visibility, boosting reputation, or driving sales of goods and services; (7)

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Word of Mouth Marketing, is verbal, written, and digital communication among individuals regarding the advantages or experiences of acquiring or utilizing goods or services; (8) Personal Selling, involves direct interaction with one or more potential customers for the aim of delivering presentations, responding to inquiries, and submitting orders.

Marketing Mix

Marketing mix is an instrument utilized by businesses in their marketing efforts by integrating numerous promotional instruments. Kotler and Keller (2012) indicated that the marketing mix consists of a collection of marketing instruments that organizations can utilize to attain their promotional objectives in the intended market.

Buchari Alma (2014) stated that the marketing mix is a strategy of mixing marketing activities,to determine the optimal combination for achieving favorable outcomes. According to Kotler and Armstrong (2012:62), the marketing mix comprises a set of coordinated tactical marketing instruments that the firm utilizes to elicit the intended reaction in the target audience.

The marketing mix encompasses everything a business can implement to affect demandfor its offerings. These options can be categorized into four sets of variables known as the 4Ps (Product, Price, Place, and Promotion). Nevertheless, with the evolution of marketing strategies, the marketing mix concept was broadened to 8Ps. Today, these components have further evolved into 9Ps which, according to Kotler and Keller (2008), include: Product, Price, Place, Promotion, People, Process, Physical Evidence,*Pressure ,* and Power.

Experiential Marketing

The theory of experiential marketing was first introduced by Bernd Schmitt. Experiential marketing is a concept that highlights the importance of customer experience to impactconsumers. This concept seeks to establish an enjoyable and distinctive experience to capture the attention of customers toward the brand and the items available.

In essence, as noted by Schmitt (1999:50), Experiential marketing is derived from twowords, specifically experience and marketing. Experience refers to an event that is an occurrence- personal events that take place as a result of specific stimuli (such as those offered by marketers prior to and following acquiring products or services). In contrast, marketing refers to the method through which businesses generate value for their clients and cultivate robust connections with clients to enhance the value received from them in exchange. Experiential marketing is the ability of product providers/services to offer emotional experiences to touch the hearts and feelings of consumers.

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Schmitt (2010: 110-116) indicates that Experiential Marketing is a method for customers to generate experiences through the five senses (sense), create affective experiences (feel), create creative thinking experiences (think), create customer experiences that are related to the physical body, with behavior and lifestyle, and with experiences stemming from engagements with others (act) also generate experiences linked to social circumstances, way of living, as well as traditions that can embody the brand, which is a progression of impressions, emotions, thoughts, andactions (relate).

Digital Communication

Digital communication is the process of exchanging information, messages, and ideas using digital technology. Digital communication refers to any form of communication that employs digital media and networks. Digital communication functions as a medium for the dissemination and exchange of information. Digital communication can be conducted via electronic gadgets and networks. Digital interaction can occur through different channels, including: Email, SMS, Social Media, Chatbot, Video conference, and others. Digital communication allows realtime interaction, instant messaging, video conferencing, and sharing multimedia content across distances.

Forms of digital communication in this century have become an inseparable part of everyday life. One A method of digital communication is utilizing the internet. The internet is a fairly effective and efficient means of communication. medium by providing facility services. Easy and high accessibility allows everyone anywhere, anytime, in any requirement to utilize this facility to meet different demands. The increasing inclination towards digital communication up to now encompasses asynchronous communication, short-duration multimedia content, and the use of social media.

Social media

Social media is a page or application or platform that allows users to create and send various information on social networks swiftly and effortlessly. Gohar F. Khan in his publication*Social Media for Government* states that in simple terms, social media refers to an online platform that is user-friendly, enabling individuals to create and disseminate content (information, opinions, and interests) in various contexts (informative, educational, satire, criticism and so forth) to a broader audience. Consequently, social media has a ripple effect, enabling the sharing process to not limit to only one primary audience*(multiplier effect).* (Kominfo, 2018: 4)

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Bechmann and Lomborg (2013:767) in Nasrullah (2021:14) describe that the phrase social media can be linked to contemporary digital media trends including blogs, social networking platforms, location-based applications, microblogging, and photo and video-sharing websites and etc. that can be utilized by all (not just media experts) to interact with one another and produce and share content with others online via personal computer networks or mobile digital devices.

Social media functions as a means of communication, information exchange, and building social connections in the digital realm. Since its inception, social media has proven beneficial in broadening the scope of interaction, fostering communities, endorsing products or services, and pursuing information. Nevertheless, social media also carries adverse impacts. for its users, such as the spread of false information, cyberbullying, and addiction. (Kominfo, 2018: 4) Yang (2015) in Kominfo (2018:12) discusses that numerous studies view social media as a medium for public relations in executing public communication. Additional research views social media as a tool for implementing strategic communication. The beneficial aspect of social media is that it facilitates our interactions with numerous individuals, broaden our social network, geography and time are no longer obstacles, it is simpler to communicate our thoughts, the the sharing of information can occur rapidly, and the expenses are lower.

At present, the leading social media platforms that are still witnessing an increase in users include Facebook, YouTube, Instagram, TikTok, and X (formerly Twitter).(Andi Dwi Riyanto, 2025). Becoming popular because it has unique features that appeal to users with different preferences, such as short videos (TikTok), visual content (Instagram), and sharing information (X), Long videos (Youtube). So that it allows its users to explore the use of this social media in various communication activities.

Marketing Communication Strategy

Strategy is a series of tools or methods used to achieve goals. In carrying out the strategy, it is essential to reference the outcomes of observations to align with what is anticipated. According to Kotler and Armstrong (2018), a marketing communication strategy is a systematic and purposeful approach to convey promotional messages to the intended audience with the goal of impacting customer actions and attaining predetermined business goals.

In promotional messaging, as noted by specialists, the approach to marketing communications is a thoughtful making efforts to communicate with customers to meet marketing objectives. This approach includes different components including marketing, promotional sales, public relations, and word of mouth (WoM). The objective is to influence the

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target market's perception of a product or service, as well as build and maintain a brand image.

Marketing communication tactics strive to mold and impact the perceptions and emotions of the intended audience.the the product or service presented. An effective approach will aid in creating a solid and uniform brand identity, ensuring that customers can identify and rely on the brand.

Cafe

The term "cafe" comes from the French word for "coffee". Cafe was first known as a coffee shop from Turkey, where it was first established in Constantinople, precisely in Istanbul Turkey in 1475. According to specialists, a cafe serves as a spot to unwind, converse, and savor meals and beverages. A cafe additionally functions as a category of restaurant that offers seating inside and outside. It is a commercial sector food and beverage services, or more specifically, culinary businesses. Cafes can also be classified as Micro, Small and Medium Enterprises (MSMEs). This business, which has great potential to profit from food and beverage sales, also contributes to the local economy, supports other businesses, and provides a place for social and cultural events.

According to Marsum (2005) in (Surianti *et al.,* 2023), a cafe is a place to eat and drink fast food and provides a relaxed and informal atmosphere, besides that it is also a type of restaurant that usually provides seating inside and outside the restaurant. Cafes themselves usually provide several facilities to attract consumer interest, for example, providing a menu, a comfortable place or a luxurious concept, and providing an internet connection or wifi which is currently in great demand by the public.

Meanwhile, according to Maulidi (2017), a cafe is a place to relax and chat where visitors can order drinks and food. Cafes are a type of restaurant but prioritize a relaxed atmosphere, entertainment and visitor comfort so that they provide comfortable seating and music.The cafe atmosphere is known as a relaxed social environment where people can find people reading newspapers/magazines, playing with their phones, studying, interacting with others, working, studying, being alone, waiting areas, and even doing business transactions. Cafes have also been considered as a place to exchange information.

Cafes offer a more open public space than many of the traditional pubs they have replaced, which were more male-dominated with a focus on alcohol consumption. One of the earliest uses of cafes, as a place to exchange information and communicate, was reintroduced in the 1990s with internet cafes or Hotspots. Cafes offer a space for people to connect with each other. Cafes can also be used as a meeting place for friends, colleagues and even strangers.

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People often chat over coffee, discuss current events or simply exchange stories about their lives.

RESEARCH METHODS

Research Approach

In this study, a mixed method research approach was used, where this approach combines quantitative and qualitative methods in one study to gain a more comprehensive understanding of a phenomenon.

This approach allows researchers to leverage the strengths of each method and overcome its weaknesses. However, this study places more emphasis on qualitative methods.While the quantitative approach is a supporter and strengthener of research results. All data are analyzed descriptively.

The research method used is a case study. A case study is a study that is carried out intensively, in detail and in depth on a particular organization, institution or phenomenon. Mudjia Rahardjo (in Muhammad Wahyu Ilhami *et al.,* 2024) states that *a case study* is a series of scientific activities carried out intensively, in detail and in depth about a program, event and activity, whether at the individual, group, institution or organizational level to obtain in-depth knowledge about the event.

Data Collection Techniques

Data collection techniques in this study are as follows:

1. Observation, Observation activities are carried out by observing the experiential marketing-based marketing communication programs and strategies that have been carried out by Langit Seduh.
2. Interviews, Interview activities are carried out with informants who have been determined by the researcher to find out the experiential marketing-based marketing communication programs and strategies. experiential marketing in maintaining the company's image. The type of interview conducted is an unstructured interview.
3. Questionnaire, The questionnaire activity was conducted on respondents who were visitors or consumers of Langit Seduh. The type of questionnaire applied was a closed questionnaire.

Data Analysis Techniques

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The data analysis stages used in qualitative research refer to Sugiyono's opinion (2019:112), namely: (1) Data collection, namely data collection through interviews, observations and documentation. After the data is collected, it is presented in the form of interview transcripts, documentation descriptions and descriptions of research results; (2) Data reduction, namely data from the results of interviews with all informants are grouped according to the same interview questions. After concluding the outline of the interview results, they are then grouped with the results of observations and related documentation, then the similarities in patterns are taken and summarized based on the formulation of the problem; (3) Data display, namely special patterns are made according to the theme or main problem so that the data provides clear and easy-to-understand information. The data that has been summarized based on the formulation of the problem is then presented in narrative form; (4) Conclusion drawing/ verification, namely data that has been made into a narrative in the data display is then presented in the form of research results. The presentation of the research is accompanied by evidence in the field and interviews, observations and documentation and then the researcher compares it with the theory.

RESULTS AND DISCUSSION

Research Results

Through in-depth observation and interviews with informants (Key Informants, Main Informants, and Supporting Informants), as well as distributing questionnaires to 45 respondents, there are research results, where Langit Seduh cafe in its efforts to face business competition makes a formulation on the marketing communication program and strategy that is run. And the results of the analysis of respondents explain that the marketing communication program and strategy run by Langit Seduh are very good, the majority of respondents gave a good response to Langit Seduh's marketing communication activities.

In a business, these programs and strategies are important to maintain the company's existence. This existence needs to be supported by continuing to maintain the image or reputation so that it does not waver. That way, the business competition experienced can still be faced as long as the reputation or image is maintained.

There are two marketing communication programs run by Langit Seduh to achieve the company's goals, namely: Strategic Marketing Communication Program and Tactical Marketing Communication Program. These two programs are determined by referring to the business competition experienced. In this determination, it is seen from the side of opportunities and obstacles that likely to be experienced. So that both elements must be determined continuously

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The Strategic Marketing Communication Program is intended to determine long-term goals and company direction. In this case, Langit Seduh has run the program strategically structured by detailing how messages to maintain the company's image or reputation are delivered to achieve goals by involving various elements such as creativity in implementing messages or information, selecting communication channels, and evaluating the effectiveness of campaigns based on situational analysis both internally and externally.

In the implementation of the communication programs above, strategic aspects are visible. which is an important part to be implemented in order to be in accordance with the target. The marketingcommunication strategy implemented by Langit Seduh is to combine the 9P elements of the marketing mix based on experiential marketing through a design in identifying objectives, selecting target audiences, compiling messages, selecting communication channels and measuring success.

The elements above are formulated into one unit to create dynamic and sustainable harmony. In maintaining the company's image or reputation, especially in increasingly competitive business competition, marketing communication activities carried out refer to the perception created in the market that can be known from the level of interaction on social media and *personal approach.*

GENERAL DISCUSSION

Based on the research results, marketing communication is an important aspect for Langit Seduh in an effort to face business competition. In maintaining its existence, creating an image or reputation is an absolute must. Through marketing communication programs and strategies, Langit Seduh is able to survive amidst business competition and the dynamics of consumerism, especially in Jakarta.

There are two marketing communication programs run by Langit Seduh, namely: Strategic programs and tactical programs. In strategic programs that involve various elements such as creativity in implementing messages or information, selecting communication channels, and evaluating campaign effectiveness.

In relation to maintaining the company's image or reputation, creativity in implementing messages is determined by referring to the ability to convey messages in an original, unique, and attention-grabbing way, meaning that the content presented is in accordance with the existing reality that emphasizes the 9P elements in the marketing mix with a little touch of effect and there are testimonials from customers from *their experiential* results at Langit Seduh. This creativity can increase the effectiveness of communication,

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make messages more memorable, and build a strong impression on the audience.

Furthermore, in relation to the selection of communication channels, Langit Seduh chose a communication channel through Instagram social media, where this media is considered to have dynamic features and is easy to share information in the form of photos and videos on the post, stories, reels features. In addition, the integration that Instagram has is able to amplify on other social media, such as Facebook and Threat. With the presence of many users, it is possible for the information conveyed to reach a wider audience. And finally, in relation to the evaluation of the effectiveness of the campaign, Langit Seduh which is implemented by continuously monitoring the results of the campaign to determine the extent to which the communication program marketing is running effectively. This evaluation is also very important to ensure that the efforts made have the desired impact or not.

In the tactical marketing communications program run by Langit Seduh as an effort to provide concrete steps to achieve strategic goals, namely: (1) Advertising Campaign, as an effort to expand Langit Seduh's reach, runs advertisements on Instagram periodically which refer to promotions that are being carried out; (2) Sales Promotion, promotions run by Langit Seduh by giving discounts or price cuts to consumers who are celebrating their birthdays of 10%, Credit Card User Discounts as long as Langit Seduh works together as a merchant, and Post Discounts of 10% which are given to customers who post products on social media; (3) Public Relations and Publicity, by carrying out activities to build a positive company image, such as holding events by presenting bands or collaborating with well-known brands, be it fashion or cosmetic brands at Langit Seduh. (4) Personal marketing, by interacting via WhatsApp messages or face to face during meetings by informing about products and promotions that are being promoted by Langit Seduh. This involves all employees, owners of Langit Seduh and their colleagues.

In implementing the communication programs above, of course, the strategy aspect is an important part so that it can run according to target. According to Kotler and Keller (2016), Marketing communication strategy is the development and implementation of programs designed to influence the target market's perception of a product or service, as well as promote and maintain the brand. The marketing communication strategy implemented by Langit Seduh, namely combining the 9P elements of the marketing mix based on experiential marketing, where in its formulation, are (1) *Sense,* is a sensory experience experienced by customers through the five senses, this is closely related to one of the elements of the marketing mix, namely *Promotion ,* where in promotional activities must be able to touch a person's *sense ,* either done through social media or directly. That

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way, the marketing mix elements in *the Process ,* which are a series of actions taken by customers in buying or using products or services, will be achieved; (2) *Feel,* are the emotions and moods felt by customers during interactions with products, services, or brands, this is closely related to *physical evidence* in one of the elements of the marketing mix. In this case, to build this feel, the atmosphere created at Langit Seduh emphasizes the modern tropical concept, where the concept applied is to provide a comfortable atmosphere for visitors. In addition, the many *instagrammable* photo spots can increase visitors' emotions; (3) *Think,* is a person's cognitive aspect, such as thinking, knowledge, and understanding triggered by experience. This is closely related to *Product ,* and *Price ,* and *Place* in the marketing mix, where all three will trigger psychological responses that then influence consumer perception, purchasing decisions, and behavior. The better and more rational the three, the higher the level of trust; (4) *Act,* is the action and behavior carried out by customers in response to experience. This is closely related to *People* and *Pressure* in the marketing mix, where *people* are everyone involved in the marketing and sales process, including employees, staff, and partners, as well as customers and Pressure, which refers to the use of various tactics to influence consumer behavior, especially related to the purchase or use of products or services to help amplify the marketing communications carried out directly or through personal social media through *personal approaches* to colleagues, friends, or family as a response to their good experiences at Langit Seduh; (5) *Relate,* is an experience related to social identity, culture, and reference groups. This is closely related to *Power* in the marketing mix, which refers to the ability to take advantage of opportunities. In this case, the strength possessed by Langit Seduh is the creation of an atmosphere with an impressive appearance of the waiters so that the image created is when customers come to Langit Seduh, they feel a different atmosphere to their social status.

CONCLUSION AND SUGGESTIONS

Conclusion

For a business, prioritizing the marketing communication aspect is a must. A product without or minimal marketing communication activities will not produce the desired results. In marketing communication, various programs and strategies are needed in implementing marketing communication activities. For Langit Seduh, adopting the 9P elements of the marketing mix into experiential marketing as a marketing communication mix activity is considered to be able to maintain its image or reputation in the eyes of the public, so that it can survive amidst the business competition that occurs.

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Suggestion

The results of the research conducted by researchers at Langit Seduh, in relation to marketing communication activities, the harmony created does not contain any timing elements. Because if it is only harmonious and dynamic without any tempo or rhythm in its implementation, it will not be a differentiator from competitors. This ability must be possessed by Langit Seduh in managing harmony in running marketing communication programs and strategies, adopting the 9P marketing mix into experiential marketing as a driving engine that synergizes

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