
***Umrah Service Strategy Based on Experiential Marketing
(Case Study of Amana Tour and Travel, Yogyakarta)***

M. Zikrullah Fifnanda

Departement of Da'wah Management, Sunan Kalijaga State Islamic University

Email: zikrullahfifnanda@gmail.com

Aris Risdiana

Departement of Da'wah Management, Sunan Kalijaga State Islamic University

Email: arisrisdiana.kalijaga@gmail.com

Reza Bakhtiar Ramadhan

Pusat Studi Sains & Pesantren, Al Qodir Islamic Boarding School of Yogyakarta

Email: manmanna93@gmail.com

Abstract

The purpose of this research is to know the experiential marketing strategy for the development of experience and to maintain the customer experience in Amana Tour & Travel Yogyakarta. Marketing a product essentially needs to know the sustainability and durability of the products on the market. Considering the ubiquitous umroh service providers, strategies are needed to win the competition in a healthy manner. In addition, this strategy is used to be able to present a good experience in the customer's mind and is certainly able to maintain and enhance the experience. After conducting research, it can be seen that the experiential marketing strategy at Amana Tour & Travel Yogyakarta in general is to change the negative stigma of the Umrah travel agency that currently exists. This is done by Amana Tour & Travel through 3 ways which are building good and strong brand architecture, presenting and maintaining a good customer experience, and bridging the presence of customer experience using experience providers. For building customer experience and maintaining strategies, Amana Tour & Travel applies the principle of a flowing system. This principle emphasizes the ease and comfort of customers in a variety of services both when registering themselves, when on pilgrimage, and upon arrival in Indonesia. Amana Tour & Travel also implements a familial system with the congregation by communicating as well as possible, one of which is by holding religious studies that also involve the wider community.

Keywords: *Strategy, experiential marketing, customer experiences*

INTRODUCTION

Older strategies applied in the marketing world such as traditional marketing will be very ineffective if used in this era of technology. Nowadays, everyone is free and easy to access the internet. By using these various facilities, potential customers will easily find what they need. Besides, the development of e-commerce is growing craze. One survey conducted by IpSos with the results of the survey said that 69% of internet users in Indonesia did a web search to find the product they wanted to buy, and of the total respondents, as many as 48% made purchases of goods online.¹ In addition, marketing using the traditional approach is said to be not so relevant to the massive need for goods and services. If you can make an equation, the traditional approach is the same as one-way communication.² The marketing model is not effective, because this model is only focused on product excellence and company profit, regardless of the impression that is embedded in the feelings of consumers who buy or use their products. As Schmitt statement in his book *Experiential marketing: How to get customers to sense, feel, think, act and relate to your company and brands*. As Siiri Same quoted, there will be a shift in accordance with technological progress. The company must not only focus on F&B (*fitur and benefit*).³ This decision needs to be taken if they do not want their products or strategies to be emulated by rival companies.

Furthermore, the increasingly service providers are related to the departure of Umrah as we are familiar with tour and travel. We clearly often see advertisements on television or attachments on the internet. Each of these service providers is fighting over the market. One of them is grazing by means of a discount. This is one of the attractions for potential customers to choose the products they offer. Therefore, the good name of the company should be maintained. Likewise, *Amana Tour & Travel* has commitment to provide the best service. Besides, they always try to improve the company's self-image. This commitment is a sign of people's trust. How can the company be trusted if the company

¹IpSos's Survey Results and opportunity for Online buyers, 2012, <https://dailysocial.id/post/hasil-survei-ipsos-dan-peluang-bagi-pelaku-jual-beli-online>, accessed on September 29, 2016, at 22.05 WIB.

² Shaz Smilansky, *Experiential Marketing: A practical guide to interactive brand experiences*, (London: Kogan Page, 2009), hlm. 8-9.

³Siiri Same, *Marketing Theory: Experience Marketing and Experiential Marketing*, 7th International Scientific Conference "Business and Management 2012" May 10-11, 2012, Vilnius, LITHUANIA, pg. 480.

does not have a good commitment for pilgrims, including various kinds of readiness both in terms of management and human resources actively involved in it.

The movement of the product marketing approach is felt to be very important. The author explained that this also concerns the relationship between producers and consumers. So that every consumer who uses the company's products will feel satisfied and indirectly introduce to others to gain people's impression. This alludes to the chapter identifying and satisfying the needs of consumers and their devices namely profits. This will also bring the brand clearly embedded and alive in every consumer's mind.⁴

Siiri Same in his dissertation entitled *Understanding Experience Marketing: Conceptual Insights and Differences from Experiential Marketing*, states that *experiential marketing* itself can be briefly defined as an approach that focuses on consumer emotions towards the service or product offered by each company. Snakers and Zajdman's writings titled "*Does Experiential Marketing Affect the Behavior of Luxury Goods' Consumers?*" Cited by Siiri Same in his dissertation stated that the creation of these emotions would be directed at the experience of consumers who live on existing products.⁵ However, even though the company has used *experiential marketing*, a strategy is needed. This strategy would be able to map how and where the company dynamics to attract consumer interest in the products offered. Patrick quoted Schmitt's opinion in the book *Customer Experience Management*, this marketing approach emphasizes how companies can improve or shape good experiences and lives in the minds of consumers, how deep is in the minds of consumers towards brands and products.⁶

The writer can say that this research is quite important considering that there are so many institutions engaged in organizing the Umrah departure. The author wants to see how companies market their products using this approach. However, in this study, based on aspects that exist in experiential marketing. Aspects of sense, feel, think, act, and relate will be examined further.

⁴ Shaz Smilansky, *Experiential Marketing*....., pg. 5-6.

⁵ Siiri Same, *Understanding Experience Marketing: Conceptual Insights and Differences from Experiential Marketing*, Faculty of Economics, Tallinn School of Economics and Business Administration, hlm. 10.

⁶ Ladipo Patrick K.A, *Experiential Marketing: An Insight into the Mind of the Consumer*, Asian Journal of Business and Management Sciences V. 2 no. 7, pg. 21.

This research is a qualitative research with a descriptive approach. To get data in order to answer the three scopes of the above studies, the inductive approach is seen as suitable because the data tends to be qualitative. The main instruments in the data collection process are the researchers themselves who are actively involved in the data collection process. While the data collection process is done by in-depth interviews, documentation studies and observations are limited at some points that are considered to represent the data collection process.

RESULT AND DISCUSSION

Strategi *Experiential Marketing*

According to Shaz Smilansky, *Experiential marketing is the process of identifying and satisfying customer needs and aspirations profitably, engaging them through two-way communications that bring brand personalities to life and add value to the target audience.*⁷ In addition, according to Kustini, quoting Schmitt's statement in a book titled *Experiential Marketing*, is defined as a way to make customers create experiences through the five senses (sense), create affective experiences (feel), create creative thinking experiences (think), create customer experiences that relate to the physical body, with behavior and lifestyle, and with experiences as a result of interactions with other people (act), it also creates experiences that are connected with social conditions, lifestyles, and culture that can reflect the brand which is the development of sensations, feelings, cognitions, and actions (relate).⁸

It is clear that Schmitt offers SEMs module as a marketing strategy in this approach. This strategy is used to attract as many and as many customers as possible. Thus the name of a company through its products can be well embedded in the customer's mind. This is what requires a company to focus on identification and satisfaction as Smilansky said related to feelings, emotions, thoughts, and desires. In summary, these are physical and mental needs. Experiential marketing as an approach whose methodology is integrated with others. This is connected through mutual communication between consumers and producers, with a variety of media used in strengthening and building that relationship. While the campaign is built on a good main idea and has two-way communication between the brand and the audience.

⁷ Shaz Smilansky, *Experiential Marketing*....., hlm. 5.

⁸ Kustini, *Penerapan Experiential Marketing*, Jurnal Riset Ekonomi dan Bisnis Vol. 7, No. 2. 2007, UPN "Veteran" Jawa Timur, pg. 47.

Besides, experiential marketing is also different from other methods, even though it is experience marketing⁹. This difference can clearly be seen from Figure 1, especially excavations conducted by experiential marketing to capture customers.¹⁰ One thing for sure is that the SEMs module is what makes it different. How do people feel? This is what leads people to decide whether to buy or not, so how does the impression build up? In Figure 1.1, it can be seen the movement of experiential marketing and experience marketing. In that figure, building experiential marketing is separate from other aspects of the SEMs module. Like experience marketing, this approach also requires a stimulus that will produce perceptions and values of the company's products. Although the flow path is clearly different, the environment is very influential on the marketing approach in this study, which means it can be caused by the values formed, behavior, changes or satisfaction from customers or the community. However, one of the main and clear objectives besides building experience is to develop a complete and good relationship between the company and the community or customers.

⁹ *Experience marketing* is known as the formation of economic theory. This theory emphasizes the customer's full experience of the product. Different from experiential marketing in which the development of experience is particular. In addition, experience marketing is known more deeply in building customer experience. This can arrive at what is known, felt, and chilled customers to what will be offered by a brand. Read (S. Same, 2012, pp. 480-487.

¹⁰ Shaz Smilansky, *Experiential Marketing*....., pp. 9-10.

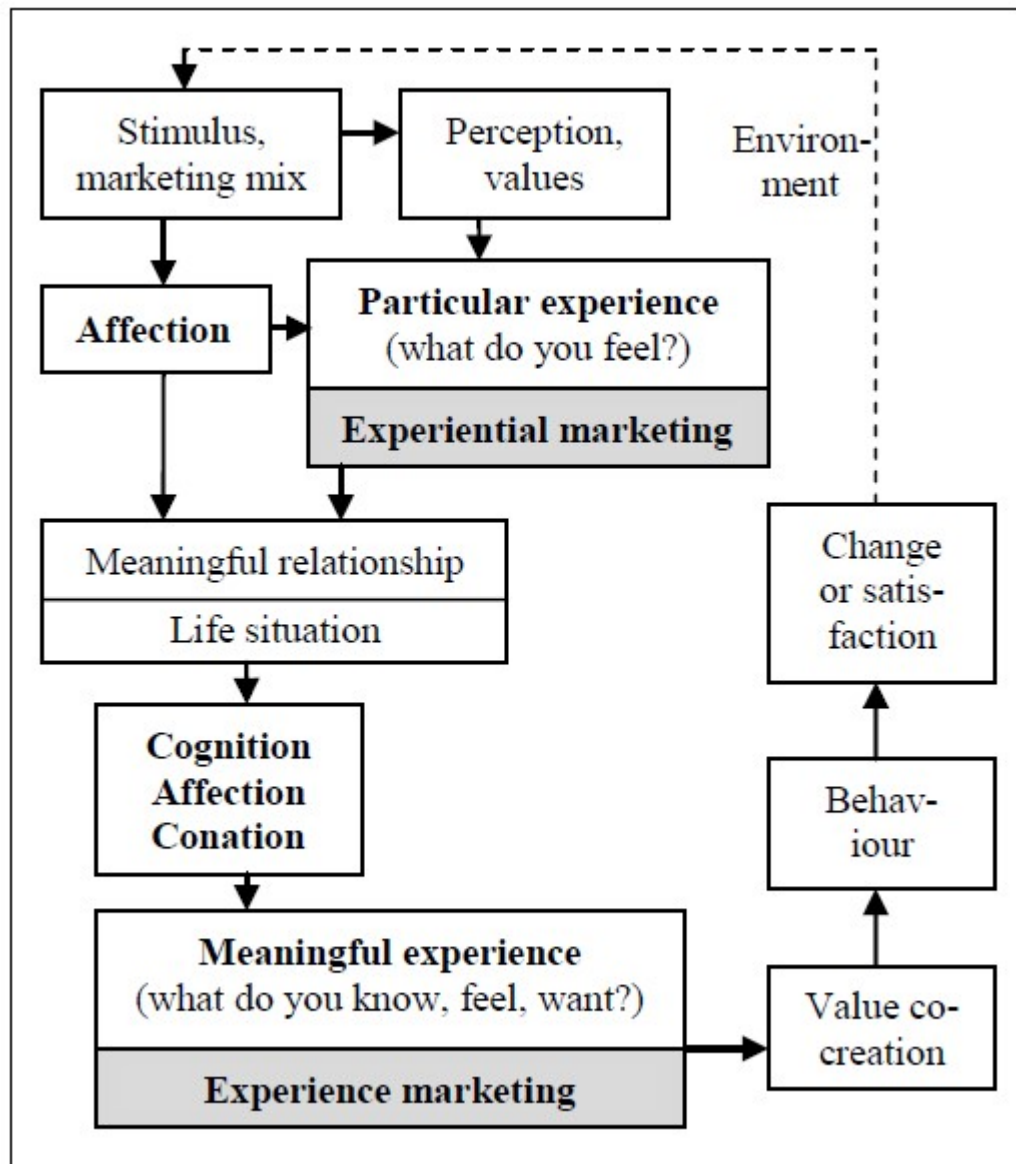


Figure1.1 The Difference between Experiential and Experience Marketing.¹¹

1) **Strategic Experience Modules (SEMs)**

Actually, this definition is related to ExPros (Experience Providers). SEMs are known as modules for the strategy steps that function to produce different experiences for customers. Included in this strategy module are sensory experience (SENSE), affective experience (FEEL), creative cognitive experience (THINK), physical experience, behavior, and lifestyle (ACT), and social identity experiences that

¹¹ Sirii Same, *Marketing Theory*....., pg. 483.

result from relationships for group references or culture (RELATE).¹² The most important thing from the five aspects is to remember the natural aspects of human beings physically and mentally. In addition, this marketing approach also aims to build effective communication between producers and consumers.¹³

a) *Sense*

In this sense aspect, the goal of marketing is to create experiences in a sensory framework through sight, sound, touch, taste, and smell. However, this module can be used as a tool to differentiate companies and products from others. And this is what will add value to a product. One key point is that this module must have a basic concept that can be detected, but always new and fresh.¹⁴

b) *Feel*

The thing that is raised in this feel aspect is the feelings and emotions that are in the depths of the consumer's self. While the main goal is to create an affection experience that starts with a positive and mild mood, then this is connected to the product brand. What is needed for this module to work well is to ensure that understanding feels close to the stimuli that a product presents. In addition, this must be ensured that certain emotions are closely tied to the desires of consumers who are connected with an empathy perspective on the brand of a product. One thing to note is that this module will be difficult to succeed on an international scale, due to cultural differences.¹⁵

c) *Think*

The purpose of this module is to create experiences of cognition, problem solving that engage consumers creatively. What this module needs to enter is the divergence and convergence of consumer thought through surprise, intrigue, and provocation.¹⁶ We can say that one example of this module is e-commerce advertising which is blocking fast shipping and of course online. We clearly also

¹² Bernd H. Schmitt, *Experiential Marketing*, hlm. 60.

¹³ Bernd H. Schmitt, *Experiential Marketing : How to Get Customers to SENSE, FEEL, THINK, ACT, and RELATE to Your Company Brands*, (New York: Free Press, 1999), hlm. 19.

¹⁴ *Ibid.*, hlm. 61.

¹⁵ *Ibid.*,

¹⁶ Bernd H. Schmitt, *Experiential Marketing*, hlm. 61.

often hear and read advertisements that reads "it's not the time to shop outside the house".

d) *Act*

This module enriches the lives of consumers by aiming at their physical experience as the main target, showing alternatives. A rational approach to behavior change which is one of the many options for behavior change. The success of this module can be seen from Nike's shoe advertisements that use stars in their promotions. This will certainly be intrigue and intervention for consumers to attribute their idol stars.¹⁷

e) *Relate*

This module is the link between all the available modules. Its reach exceeds the individual personal, personal feelings. And this reach connects feelings with one's identity. The main development of brands and products in this module is the determination of consumer identity for the offer given. This needs to be raised that the relationship supports the formation of a desire for self-improvement.¹⁸ This requires them to get recognition by others. Anyone is for the sake of expanding the area of social relations and culture.

Based on the explanation above, we can see how Harley Davidson's marketed products from America. They offer a social community and a tattoo as an identity for any owner of Harley Davidson's unit. This means, the social relations of someone who can afford to buy super expensive vehicles that will expand by automatically joining the Harley Davidson's community that is widespread throughout the world.

2) The Characteristics of *Experiential Marketing*

Experiential Marketing has a distinctive style and character that distinguishes it from other marketing models, these characteristics are:

First, focus on the customer experience. Why is this needed? the author has explained in the background, that we have migrated. From traditional marketing that

¹⁷ *Ibid.*, hlm. 61-62.

¹⁸ *Ibid.*, hlm. 62.

emphasizes aspects of features and benefits only. Here the customer experience needs to be taken seriously.¹⁹ Experience provides sensors, emotions, cognition, habits, and valuable relationships that are substitution of functional values.

Second, focus on consumption as a holistic experience. Experiential marketers do not think about raw materials. However, think about the sensations felt by customers. And ask yourself whether the product is in accordance with what they think, how the product is, and what promotional media is suitable for the consumption experience can increase. This can be seen from how fast food providers respond to the war on fast food and encroachment on many campaigns for a healthy lifestyle.²⁰

Third, customers are rational and emotional beings. The thing that marketers need to pay attention to in this marketing approach is that customers are emotionally as rational creatures.²¹ Therefore, Holbrook and Hirschman's statement quoted by Schmitt in his experiential marketing journal, customers are constantly engaged in rational choices, they will be hunted down by emotions directly pursued by fantasy, feeling, and pleasure.²² Moreover, he also note that customers are also creatures who physically and mentally have a sensation of generalizing to something. Here, thoughts and feelings blend in to solve the problems they face, included in the choices of products offered.

Fourth, methods and tools are choices. In contrast to analytic, quantitative and verbal traditional marketing is in the method. The methods and tools in experiential marketing are not tied to just one methodology. Many choices can be used. It can be quantitative or qualitative. It can be intuitive or analytic. In addition, it is not only verbal but also visual. Experiential marketing is not bound. This means that you are free to use any method to market your product and embed the brand

¹⁹ *Ibid*, hlm. 57.

²⁰ *Ibid.*, hlm. 58.

²¹ *Ibid.*,

²² *Ibid.*, hlm. 59.

closely in the minds or minds of consumers, certainly in harmony with the objectives of experiential marketing itself.²³

Strategies of *Experiential Marketing* of Amana Tour & Travel Yogyakarta 2017

To develop the experience of a product offered by a company, it takes attributes that are very attached and characterize specifically on the product. In addition, these characteristics should be very identical, unique, and different from a variety of similar products. In this case, the products offered by Amana Tour & Travel are said to be not half-hearted, meaning that the company is trying to provide an identity that is able to rival the products of other companies by providing space, for example is the official product guarantee and free Umrah giving by purchasing five umrah packages at once.

Sense

One key point is that this module must have a basic concept that can be detected, but always new and fresh.²⁴ Basically, marketing sense created by business actors can have positive or negative effects on the development of stimuli for the community. It is possible that a product or service offered by the producer is not in accordance with the tastes of the consumer or the consumer may also be very loyal, and finally the price offered by the producer is not a problem for consumers. As said by Mr. Rifa'i regarding this matter is as follows.

"As I said some time ago, we want that the community can feel the comfort and safety of the worshipers. This is considered by Amana as a method and hopes to improve the company's good image and excellent service. We also need to ensure consistency in the main strengths of Amana Tour & Travel products. Then taking a more nuanced approach to the family also needs to be done".²⁵

The company's effort to improve the image seen is based on feelings or understanding. The Amana Tour & Travel owner made a statement that Amana Tour & Travel also wanted to ensure that the community and prospective pilgrims really felt that

²³ *Ibid.*,

²⁴ Bernd H. Schmitt, *Experiential Marketing* : How to....., hlm. 61.

²⁵ Interviewed with Akhmad Rifa'i di Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30

way. In addition, the company also wants to engineer the product to make it look fresh and new.

*“Amana wants people to really feel our products and services as well as possible. We also try to update the method. You could say a little research to see which marketing caught the attention of the congregation. We must be observant in seeing this. Like the past, it turns out that many people are more interested in Amana than installing billboards”.*²⁶

In general, it uses ways to update the marketing techniques and methods that companies implement. For this reason, Amana Tour & Travel is also required to be observant of market developments. Each media also has advantages and disadvantages. Based on this foresight, it becomes an evaluation material for product marketing renewal and refreshment. In sense marketing in Amana Tour & Travel, there are two key strategies that can be used to stimulate marketing sense, namely:

1. Sense as a differentiator

*“Maybe this is not in another company, thus we embrace it. So there is a sensation that companies must create so that this bond runs well and lasts”.*²⁷

The aspect that makes this Umrah travel agency company different according to him is the side of embracing the wider community to be involved in the development of the company. Rifa'i strongly believes in trying to establish chemistry with them (pilgrims & the public) and of course he does not want to become a selfish umrah travel agency in the eyes of the public in real terms.²⁸

2. Sense as a Motivator

Nursidi, one of the pilgrims who left for Umrah on April 23, 2017, gave a statement regarding his interest in Amana Tour & Travel to Umrah program.

“Amana can also maintain security, the safety of pilgrims takes precedence. There is good coordination of Umrah pilgrims. So there is no congregation until it's gone. Thank God, going

²⁶Interviewed with Akhmad Rifa'i di Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB.

²⁷ Interview with Mr. Akhmad Rifa'i in Amana Tour & Travel Yogyakarta on April 22, 2017 at 12.30 WIB.

²⁸Interview with Mr. Akhmad Rifa'i in Amana Tour & Travel Yogyakarta on April 22, 2017 at 12.30 WIB.

healthy, going home is also healthy. Each group has a leader, the male and female congregations also have a team leader”²⁹

The sense he got was based on recommendations from his biological brother. Considering that he got it directly based on testimonies and direct statements from his biological brother who at the time was one of the leaders of the umrah group while in the Holy Land. According to him, the customer experience built by Amana Tour & Travel is quite satisfying and can meet customer needs.³⁰

a. Feel

Feelings relate to the customer's deepest emotions. The binding of these two aspects is the offering of programs which is realized through communication both visually and directly with the community. In accordance with the explanation of the respondents below who stated the development of the feel strategy.

“Sometimes people need a lot of services that can indeed feel good. Well, we see this can be related to the taste of our products. Provision of Al-Qur'an reading service is one of the strategies we have developed. So the people will see that Amana is indeed concerned with worshipers”³¹

Mr. Rifa'i gave a statement that they provided advertisements that had an attractive and compelling impression on the emotions and feelings of customers. It may be that in terms of design and placement of advertising space is very important for a good feel in the eyes of the community including choosing the location of installation of billboards must pay attention to the correct and strategic position. A good campaign is also carried out to establish relationships with customers and the wider community. An example is the study and provision of space for people who want to learn to read and write the Qur'an.³²

Mrs. Utami's statement as a clarification from Mr. Rifa's explanation is that the owner has the will and desire to make customers happy and comfortable with the services provided by Amana Tour & Travel.

“The company wants if there are complaints that are taken seriously. So the customer is going to save the feeling that they are served as best they can. In addition, I also think that the installment

²⁹Interview with Mr. Nursidi in Amana Tour & Travel Yogyakarta on Mei 14, 2017 at 10.00 WIB.

³⁰ Interview with Mr. Nursidi in Amana Tour & Travel Yogyakarta on Mei 14, 2017 at 10.00 WIB.

³¹ Interviewed with Rifa'i on 22 April 2017 at 12.30 WIB.

³² Interviewed with Rifa'i on 22 April 2017 at 12.30 WIB.

product can be a mirror if Amana wants to build a good feeling in the community. We also serve Umrah customers well through the installment package".³³

So this implies the company really must ensure how customers feel that grows during the process and after the service is provided. The company also always open criticism from outside to improve the company. If at any time there are customers who complain about service problems, as Amana Tour & Travel has experienced it. The company manages customer response best. It is emphasized that there must be no bad feelings stimulated by poor service and communication appearing in the minds of customers.³⁴

"Most consumers will become customers if they feel close and suitable to the product or service offered. For that we need the right time when the consumer is in a good state of sensation. So products in the form of services can really provide strong experience and continue to have a positive impact on the strength of the customer's taste. Satisfying service is needed, including employee hospitality and courtesy, timely service, and sympathetic attitude that makes customers feel satisfied. I think this encourages customers to register Umrah repeatedly".³⁵

Mr. Rifa'i's statement gives a sign that the company through the services provided both by the owner directly and staff are expected to be able to maintain customer feelings in accordance with the motto of Amana Tour & Travel is to ensure the services provided by the company. Through all the human resources that exist in the body of the company, the provision of good and friendly services to the community is something that must be said mandatory.³⁶ In order to maintain the consistency of creating customer experience by providing services that are able to present a good feel. Companies through their leaders implement a strict system directly to eliminate the possibilities that can harm the company and foster a bad image in the eyes of the community.

Implementing the strategy as a framework to maintain a good stigma or image in his company, Mr. Rifa'i explained that there are differences with other Umrah travel agencies by emphasizing the transparency of the process, security and customer comfort. If there are questions about the striking difference between Amana Tour & Travel compared

³³Interviewed with Utami Sekar Rini in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB.

³⁴Interview with Utami Sekar Rini in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB.

³⁵ Interview with Ahmad Rifa'i di Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB.

³⁶ Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB

to similar companies. Mr. Rifa'i emphasized the ease and comfort of the transparency of the process.³⁷ Starting from registration, travel, until the return of pilgrims to Indonesia, the principle emphasizes security for pilgrims with these things.³⁸ In addition, the level of accountability is simplified, with the problem being handled by the company itself. Hence, it does not complicate pilgrims and this is a very expensive commitment, including the provision of facilities and infrastructure in a representative office is a development effort and the consistency of these commitments.³⁹

b. Think

We can say that one of the examples of this module is the advertisement of Amana Tour & Travel which fosters excellent, friendly service and emphasizes commitment to worshipers.

"Many problems with the travel agency, one of which is the fear of pilgrims that they failed to leave. In addition, comfort and poor service can also make pilgrims give up. Now we see this as a gap to enter the minds of pilgrims. We make sure they leave according to our motto. They are definitely depart, hotel is close. With this, I think the public can judge that our commitment to serving pilgrims well and managing their trust. We follow up with product prides and certainty of departure, safety and comfort. We also provide a one-door service accountability model. So it doesn't make the customer complicated. You don't have to go back and forth if you have unfinished business"⁴⁰.

Making the company a safe and comfortable travel agency is difficult and requires a hefty amount of money since it requires great consistency. This means simplifying the level of accountability and every operational control in the Amana Tour & Travel management system. For example if pilgrims experience shortages in equipment, worshipers do not need to take care of it through a tiered system. The pilgrims only need to address the shortcomings and will be immediately followed up quickly and appropriately by the operational department. This will make them think that Safe Tour & Travel provides comfort, convenience, and satisfaction. This can be a profitable chain system as well as word of mouth marketing. Provision of representative facilities and infrastructure for pilgrims is needed, so that people assess the professionalism of the company which is able

³⁷Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 16 April 2017 at 10.15 WIB

³⁸Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 16 April 2017 at 10.15 WIB

³⁹Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 16 April 2017 at 10.15 WIB.

⁴⁰Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB

to influence customer cognition. The company is also looking for safe loopholes for pilgrims both in terms of tickets and departures. This is as Rifa'i once stated that the company does not want to create risks that have an impact on the losses of pilgrims and certainly losses for individual companies.⁴¹ For this reason, the Umrah travel agency requires a good and organized management.

"The congregation will think positively to Amana and then be executed through the proper management of their opinions and complaints. There are indeed fussy pilgrims, but the company will work on processes that are flowing. Then turn it into customer satisfaction. The company does not want pilgrims to feel regret over the services of Amana Tour & Travel, when pilgrims have trusted the company".⁴²

Utami's statement shows that one is perceived and read by the company. Therefore, Utami stressed that they must be able to ensure that their minds remain positive by providing good service and ready to serve anyone. Amana Tour & Travel also responds to many gaps that are a problem for pilgrims. For example, companies do not think what can be sold, but what pilgrims need. Prices and services as well as program options that can attract customers' attention to choose Amana Tour & Travel, including to strengthen it by controlling the quality of the product regularly.

Evidence for the marketing of Amana Tour & Travel is able to influence feelings, stimuli, and make people to think that this company is really well managed. In accordance with Utami Sekar Rini's statement, there was an increase in the number of worshipers. According to him, the increase of around 3-4 times was due to public trust in companies that saw the advertisements of Amana Tour & Travel in the form of billboards at various strategic points in Yogyakarta. In addition, to foster customer experience in the mind aspect, Amana Tour & Travel applies management principles that are flowing.

"The most important thing is commitment to provide the best service. Besides, they always try to improve the company's self-image. This commitment is a sign of people's trust. The company cannot be trusted if the company does not have a good commitment for pilgrims, including various kinds of readiness both in terms of management and human resources actively involved in it."⁴³

⁴¹Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB

⁴²Interview with Utami Sekar Rini in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB.

⁴³Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 16 April 2017 at 10.15 WIB

Mr. Rifa'i stated that the company's commitment in managing it would at least be a sign of the company's seriousness in managing the trust that consumers have given to Amana Tour & Travel itself.⁴⁴

c. Act

Amana Tour & Travel applies a continuous learning process to adjust to the dynamics and demands of the community. This is expected to be able to develop companies to be closer and embedded in society, in addition to not being eliminated in the competition of similar companies. For this reason, Amana Tour & Travel also ensures product quality improvement through supervision in company management.

"In our management system we also absorb quality control. So we want our products to remain good for the needs of the community. We also have a role model to develop the company. The Hasuna Tour has already arrived overseas. We want to be like the company. Yes it slowly but sure".⁴⁵

Amana Tour & Travel needs to ensure that the brand that is carried and built can be so strong. For this reason, the company always applies standardization on quality control to maintain product quality and even increase its durability in the market. In addition, it also never stopped to learn from other companies as a way to correct and improve the quality of the company. Mr. Rifa'i stated that there was a company that was a role model for the establishment of Amana Tour & Travel. The company is Hasuna Tour⁴⁶ which has a very good management.⁴⁷

"So I think that if we want to sell products. It's not what people want, but what they really need. We must be observant with this. So we try to hold products that can be clearly different from other similar companies. You also know that there are many Umrah departure service providers and the advantage of different products is in order to compete in the market. It is also possible that the community also has a role for us to develop products".⁴⁸

⁴⁴Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 16 April 2017 at 10.15 WIB

⁴⁵Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB

⁴⁶For this company profile, it can be read in one of the Thesis of Galuh Prastiwi Armase, Marketing Management by Travel Hasuna Tour Yogyakarta Period 2015-2016, Da'wah Management Study Program, Faculty of Da'wah and Communication, UIN Sunan Kalijaga Yogyakarta. Call library number Label DY 01475 PRA m.

⁴⁷Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB

⁴⁸Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB

Customer experience in general would be created by Amana Tour & Travel through carefulness in the development of markets. As stated by Mr. Rifa'i that they must be observant in market development. Moreover, according to him if the company sells products, it must be known what is being sold. This means that it is not always about what form the company will sell, but what is needed by society. One of them is the prophet's tomb tour. This is what he feels as one of the demands or needs of the community. It can be said that the development of Amana Tour & Travel products is also based on how people's experiences want to be created. If the company takes corrective steps, it is true that the company takes steps to consider what customers need.⁴⁹

Amana Tour & Travel also implements this marketing strategy which involves a person's credibility. The credibility meant in the marketing of the Umrah travel agency is to partner with religious leaders. In addition, seriousness in working on visual design is as a communication company and the community.

"To touch people's minds, we can do it by using many methods, one of which is through the marketing method of Amana Tour & Travel products. Pilgrims who know the profile of this company need a good source to strengthen our products. I think it is also necessary to be able to see from the installation of billboards in strategic places involving the design and guidance of worshipers who have a good reputation in the eyes of the community".⁵⁰

Rifa'i's statement shows that it has quite a big influence in penetrating the market. So when people have a taste and then succeed in stimulating, it is because the company really provides the products that pilgrims need.⁵¹

d. Relate

In connection with this, several respondents gave statements that Amana Tour & Travel was clearly trying to embrace worshipers as well as families.

"After the Umrah, we communicate with the congregation if there is a recitation after this and we open the doors of hospitality. They can also come and give any advice that we feel can build this

⁴⁹Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB

⁵⁰Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB

⁵¹Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB

*company better in the future. We also make this study to be able to bind companies and worshipers, between pilgrims and other worshipers. The family side can be thick like that”.*⁵²

Mr. Rifa'i's statement above is expected to be able to establish better relations and communication between the company and the environment. Hence, pilgrims are truly recognized by the company. It is also valued for the good of the company. Therefore, the company does not consider the relationship with the congregation to end after the Umrah is over. Mr. Rifa'i also added that there was always a determination to communicate with worshipers. In this way they are expected to become material for company development. It is important to know that Amana Tour & Travel considers that pilgrims can also deliver constructive criticism and suggestions.⁵³

Ms. Utami's statement as clarification material for the long explanation of the owner of Amana Tour & Travel is as follows:

*“The pilgrims who have finished the Umrah we call alumni. So this means, there will still be a relationship with the company. We have tried to establish good relations. One of them is with a plan to hold a meeting with alumni in the form of recitation.”*⁵⁴

*“Departing on April 2017, the pilgrims who had returned were contacted when there was a study session between the Umrah pilgrims yesterday and Amana in the near future. I am also often asked by neighbors. Which travel do you use for umrah? I say, Amana. It has a good service I said”.*⁵⁵

Related to good relations between pilgrims and companies, Nursidi claimed that he was frequently questioned by her friends and colleagues, with what travel she went to Umrah. He then stated that the Amana he chose was good enough because of his service. Proof of good service was also stated by Nursidi when he was in the holy land. Every activity is always accompanied by worship. Including when in Jeddah, Mr. Rifa'i as the owner of Amana also accompanied the pilgrims. Including returning pilgrims to Indonesia also held re-guidance by inviting pilgrims to participate in routine recitation. Likewise, the inauguration of the new building of the Amana Tour & Travel office also invited the community to join the study.⁵⁶

⁵²Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB

⁵³Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB

⁵⁴Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB

⁵⁵Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB

⁵⁶Interview with Mrs. Utami dan Nursidi in Amana Tour & Travel Yogyakarta on 14 Mei 2017 at 10.00 WIB.

Another effort launched by Amana Tour & Travel is to establish communication with customers and the wider community. This is done considering that the customer experience is very vital for the survival of the company. The communication was carried out through various means including the installation of promotional materials in various forms and media. Approaching the community uses various specific events.

*“We don't want to be an Umrah travel agency that seems selfish. That was, embracing them like family. Asking and very open to suggestions from pilgrims and we also accommodate them to be able to communicate with them”.*⁵⁷

This communication is based on experiences that are very remembered by Amana Tour & Travel that there must have been good and bad customer experiences in the past about the company's services. For this reason, they follow up by establishing the closest and best possible relationship with customers and the community. Amana Tour & Travel has also planned in the near future to hold a study that involves the community, so that the presence of the company feels unselfish but also cares for others, including the provision of cheap food in the future.⁵⁸

CONCLUSION

Based on the results of research on experiential marketing strategies at Amana Tour & Travel Yogyakarta, The answer to the formulation of the research problem is the strategy adopted by Amana Tour & Travel Yogyakarta in broad outline is to change the negative stigma of the Umrah travel agency currently in the minds of the public. Implementation of these strategies is through approaches to flowing systems and process transparency. In addition, the ease of service that ends with the comfort and security of customers for the certainty of the departure of Umrah.

Whereas in experiential marketing aspects, Amana Tour & Travel enlivens and maintains customer experience with a single strategy, which is trying to be as honest as possible for the needs of society. For companies, this is when selling something needs to see what the community needs, not what they want. In addition, maintaining customer

⁵⁷Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB

⁵⁸Interview with Ahmad Rifa'i in Amana Tour & Travel Yogyakarta on 22 April 2017 at 12.30 WIB

experience is also done through a familial approach by embracing the alumni of Amana Tour & Travel through study and communication as intensively as possible.

Customer experience itself is grown through experience providers (Expors). Expors is struggling with the company's identity and marketing of its products. It is also supported by the presence of representative offices, logos, slogans, and excellent service. Thus, every complaint will be easily conveyed when the public knows the location of the office itself. The strategies implemented by Amana Tour & Travel are expected to be able to influence the community to easily find out the existence of the company and feel the best service possible.

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