

Pengaruh experiential marketing terhadap minat berkunjung ke museum (Studi pada live instagram Museum KAA Bandung) = The effect of experiential marketing on intention to visit museum (Study of live instagram Museum KAAa Bandung).

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Abstrak

Penyebaran pandemi Covid-19 menyebabkan museum mengalami penurunan kunjungan akibat dilakukannya penutupan museum. Pentingnya memberikan edukasi kepada masyarakat menyebabkan museum melakukan inovasi pemasaran berupa experiential marketing secara online untuk dapat memberikan informasi koleksi dan pengalaman berada di museum meskipun berada di rumah saja sehingga dapat menarik minat berkunjung wisatawan dikemudian hari. Penelitian ini dilakukan dengan tujuan menganalisis pengaruh experiential marketing pada live Instagram Museum KAA terhadap minat berkunjung ke museum. Penelitian ini menggunakan pendekatan kuantitatif dengan responden sebanyak 95 orang yang pernah menonton kegiatan "Ngobrol Bareng Edukator Museum KAA". Hasil penelitian menunjukkan bahwa terdapat pengaruh yang signifikan antara experiential marketing pada live Instagram Museum KAA berupa kegiatan "Ngobrol Bareng Edukator Museum KAA" terhadap minat berkunjung ke museum.

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Covid-19 pandemic has caused museum visits to decrease due to museum closures. The importance of providing education to the public has led museums to make marketing innovations in the form of online experiential marketing to be able to provide information and experiences in museums even though they are at home so they can attract tourists to visit in the future. The purpose of this study is to analyze the effect of experiential marketing on the live Instagram of the KAA Museum on intention to visit museum. This study used a quantitative approach with 95 respondents who had watched "Ngobrol Bareng Edukator Museum KAA" activity. The results showed that there was a significant influence between experiential marketing on the live Instagram of the KAA Museum through "Ngobrol Bareng Edukator Museum KAA" on intention to visit museum.