

ABSTRACT

In the era of competition in the hospitality industry, marketing is currently in the experience economy where every company is required to be able to provide an unforgettable experience for its customers regardless of products or services that sold or offered to them. Nexa Hotel is one of the hotels in Bandung that apply Experiential Marketing. The location of Nexa Hotel is at. supratman street number. 66-68 Bandung. Basically, the growth of the number of hotels in Bandung increases every year, this is what causes the tight competition between companies in the hotel industry today. Each hotel has its own uniqueness and characteristic, which can be a competitive advantage in reaching the market in the era of competition today.

This study aims to analyze Experiential Marketing Application, assessing Experiential Marketing variables with its fifth dimension, sense, feel, act, think, relate seen from the aspect of consumer expectations and reality as well as analyzing Marketing Strategy using Porter's Five Forces Model method on Nexa Hotel Bandung object. The method used is descriptive qualitative method with survey approach. The resource person used is the Marketing Manager who is one of the functional experts in this industry.

The average percentage on the expectation of Experiential Marketing variables is 88.35% and in reality Experiential Marketing variables 85.93% with the conclusion that the application of Experiential Marketing at Nexa Hotel Bandung has been done very well. While the results of the analysis of the interviews that researchers have done is that with the industry competition is very cruel at this time, accompanied by the number of new entrants into the industry with the relative ease of the hotel should perform an alternative strategy in the form of additional capital to complement the incomplete facilities of the hotel today . Companies must be able to survive in the face of existing competition either by improving the quality of product or service attributes, more sensitive to the needs and desires of consumers, and able to establish good relationships with suppliers and consumers for the sake of corporate survival in the future.

Keywords: *Experiential Marketing, Sense, Feel, Think, Act, Relate, dan Porter's Five Forces Model, Hospitality*

