

ABSTRACT

The growth of visits in tourism in Bali is increasing every year. Competition in the world of tourism is currently very competitive, marketing is currently at a time when marketers are required to be able to provide innovations and unforgettable experiences for consumers. From every tourist attraction in Bali, Jatiluwih has its own uniqueness and characteristics, even from the many attractions in Bali, only Jatiluwih which was appointed by UNESCO as a World Cultural Heritage Site. The purpose of this study was to find out Experiential Marketing at the 2017 Jatiluwih Agriculture Festival event with Analysis using The BETTER Model. The research method used in this research is descriptive qualitative research method and using data source triangulation by conducting in-depth interviews with 4 informants and conducted more than once with different time periods, this aims to find out whether the answers from the informants remain consistent or not. From the results of this study it can be concluded that Experiential Marketing in the 2017 Jatiluwih Agriculture Festival Event succeeded by using The BETTER Model consisting of Brand Personality, Emotional Connection, Target Audience, Two-way Interaction, Exponential Element and Reach, because it can be seen from the results of the discussion research, the experience the event organizers want to convey can be well received by event visitors

Keywords : *Experiential Marketing, The BETTER Model, Jatiluwih Agriculture Festival 2017*