

ABSTRACT

Digital transformation has revolutionized company interactions with customers, especially in the digital marketing sector. This research evaluates the implementation of Customer Journey Mapping (CJM) at digital marketing agency “Lagi Kreatif” to improve customer experience. CJM is a method that visualizes and analyzes the customer journey from the beginning to the end of their interaction with the company, covering every touchpoint from awareness to post-purchase.

Using a descriptive qualitative and case study approach, this research collected data through observation, interviews, and internal documentation, then analyzed using the Miles and Huberman model. The results show that CJM helps increase customer satisfaction and loyalty by optimizing content, service response, and personalization of interactions across multiple digital channels. However, challenges such as data integration, omnichannel service consistency, and personalization remain.

This research concludes that CJM is effective in improving customer experience and providing a competitive advantage, although it requires continuous innovation to overcome technical and organizational barriers. Recommendations are given to “Lagi Kreatif” to improve customer data quality, strengthen personalization, and ensure consistency of experience across all channels.

Keywords: Customer Journey Mapping, Digital Marketing, Customer Experience