

Experiential Marketing Communication of 33RPM Store in Efforts to Retain Vinyl Record Enthusiasts

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Abstract

This study aims to analyze the marketing communication strategy using an experiential marketing approach implemented by 33RPM store in retaining vinyl record enthusiasts amidst the digitalization of the music industry. Employing a descriptive qualitative approach with a case study method, data were collected through in-depth interviews, observation, and documentation involving the store owner, staff, and customers. The results indicate that 33RPM integrates the five elements of experiential marketing: sense, feel, think, act, and relate into its marketing communication strategy. This approach successfully creates a holistic experience that engages the sensory, emotional, cognitive, behavioral, and social aspects of consumers. The store's unique atmosphere, warm personal interactions, educational approach, interactive experiences, and involvement in the community are key factors in building customer loyalty. These findings affirm that experiential marketing communication is not only effective in attracting consumer attention but also in fostering long-term engagement, helping maintain the existence of physical stores amid the dominance of digital music services. However, this study is limited by the scope of its subject; therefore, future research is recommended to include a broader range of subjects for comparison, in order to produce more objective and comprehensive results.

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1. INTRODUCTION

Customer retention is a crucial part of business strategy, especially in a dynamic industry like music. Customer retention is not only a reflection of the success of the product, but also the result of long-term efforts in building meaningful relationships between consumers and service or product providers. Customer retention efforts are not just about ensuring repeat purchases, but also creating emotional attachment, trust, and a sense of belonging to the brand.[1]. Retaining consumers is not enough to rely only on product quality, but requires a more comprehensive approach, including communication strategies and experiences provided to consumers.

Today, efforts to retain consumers face major challenges due to the rapid advancement of digital technology that has drastically changed people's consumption patterns. Digitalization is a fundamental transformation in the way businesses interact with consumers, changing processes, communications, and transactions into digital formats via the internet, online platforms, and digital devices.[2]. Digitalization has changed the pattern of music

consumption, from physical media to internet-based digital platforms. Access to music is now easier, faster, and more flexible through mobile devices and internet connections, without limitations of space and time.

Technological advancements have changed the way people enjoy music. Streaming services such as Spotify, Joox, and Apple Music are now replacing physical media such as CDs, cassettes, and vinyl records. Vinyl records or vinyl, named for its black flat plate shape (although other colors are available), is known for its high sound clarity. The hi-fidelity that it offers is considered superior to digital formats such as compact *disc*, cassettes, and streaming services [3]. However, fast access and ease of searching for songs make digital platforms the main choice for many people. Digital services also change the way music is distributed and encourage industry players to seek new approaches in reaching the market.[4]. Music is no longer considered merely a physical or commercial product, but also a service that emphasizes ease of access and personal relevance. This change reflects the shift in consumer preferences that now prioritize instant, flexible experiences that are in line with their identities and emotional needs.

Vinyl sales have been increasing since 2016 in various countries, including the United States, the United Kingdom, and Japan (Figure 1). In the United States, RIAA data recorded sales reaching \$395 million in 2017 and increasing to \$626 million in 2020. In the first half of 2021 alone, sales have reached \$467 million. In the United Kingdom, the BPI reported sales of \$100 million in 2020, with an average annual growth of 16% since 2017. Meanwhile, in Japan, the RIAJ recorded sales of \$12 million in 2020 with a consistent annual growth trend for the past five years.[5].

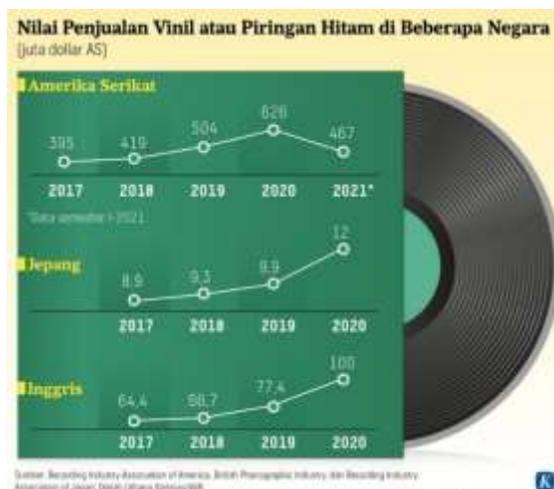


Figure 1. Vinyl Record Sales in Several Countries
(Source: Kompas.id, 2021)



Figure 2. 33RPM Store
(Source: Researcher Documentation, 2025)

In Indonesia, the vinyl trend is back with many physical stores selling vinyl and increasing public interest in music releases in analog format. This can be seen from the presence of the first vinyl record factory in the last 50 years, namely PHR Pressing which operates in the Cengkareng Industrial Area. Johan Mantiri, CEO of PHR Pressing, stated that if 1% of the Indonesian population returned to collecting vinyl and spent IDR 500 thousand per month,

then the potential turnover of this industry could reach IDR 1.4 trillion per month [6]. This phenomenon shows that vinyl records are not just a nostalgic trend, but also an important economic opportunity. The popularity of vinyl not only because of the clearer sound quality, but also the emotional experience it gives to the listener.[3]. Physical touch, attractive cover design, and manual way of playing music create aesthetic value and strong attachment. Vinyl Providing a ritualistic and meaningful music listening experience, which is difficult to achieve through digital music.

One of the shops that helps maintain the popularity of vinyl records in Indonesia is 33RPM (Figure 2.), which specifically sells a variety of collection *vinyl*. The 33RPM store was established in 2015 in Pasar Santa, South Jakarta. 33RPM has a vision to make the collection vinyl accessible to all groups, both beginners and experienced collectors. Miko as the shop owner tries to educate the public that starting a collection vinyl does not have to be expensive and can be enjoyed across generations, considering the many exclusive releases that are only available in this physical format. Pasar Santa itself is known as a gathering center for collectors and musicians who are looking for physical releases of various genres of music, both the latest and the old ones.[7]. The rise of the analog music trend in recent years has contributed positively to the sustainability of vinyl record kiosks. Several shops in Pasar Santa, one of which is 33RPM, have begun to act as community interaction spaces through activities such as music discussions, small-scale performances, and music playback sessions. Pasar Santa, with its vintage aesthetic characteristics combined with the creativity of the younger generation, shows the potential of traditional markets to transform into part of an urban lifestyle.

Seeing the growing trend, 33RPM, a music store in Pasar Santa, South Jakarta, has the opportunity to retain customers with a marketing strategy named *communication based* on consumer experience. *Marketing communication* is a strategy that combines various communication techniques to convey information effectively in order to achieve company targets, especially increasing sales.[8]. The strategy used by 33RPM refers to *experiential marketing*, namely an approach that aims to build customer loyalty through deep emotional experiences and creating a positive impression of the product or service.[9]. This concept consists of five main elements known as strategic *experiential modules* (SEMs): *Sense* (sensory stimulation), *Feel* (emotions), *Think* (thought), *Act*(lifestyle), and *Relate*(social engagement). Store atmosphere, social interaction, product layout, and community activities are important factors that provide added value compared to online platforms. These elements show the implementation of *experiential marketing* which emphasizes the creation of real and memorable experiences. With this approach, businesses can build personal relationships, create positive impressions, and retain consumers.

Experience-based marketing (*experiential marketing*) is thought to strengthen the emotional connection between consumers and brands and help retain consumers, especially in highly competitive retail markets.[10]. This approach actively engages consumers through sensory, emotional, and social experiences, not just as promotional objects. In the digital era, memorable experiences make brands stand out among many choices. Previous research according to Kurniadevi et al.[11] shows that all elements of *experiential marketing* significantly influence the increase in visitor loyalty. This finding confirms that a comprehensively designed experience can shape positive perceptions and encourage consumers to return.

This research gap lies in the lack of studies that combine marketing *communication* strategy and *experiential marketing comprehensively* in the context of the physical music industry. Most studies have discussed these two concepts separately, focusing on the general retail sector or digital platforms. Studies examining how the two can support each other in creating consumer experiences that influence loyalty are still limited, especially in the physical music industry that is affected by digitalization. In addition, *experiential marketing* more often studied as a strategy to attract new consumers, rather than in maintaining the loyalty of old customers. In fact, the increasing trend of vinyl sales requires physical music stores to retain consumers amidst the competition of digital services.

This study seeks to explore how the 33RPM store builds and manages its consumer experience through various elements of experiential marketing, such as store atmosphere, personal interactions, and community values, and how the overall experience contributes to retaining consumers who love analog music media amidst the digitalization that is changing the way people access and enjoy music instantly through online platforms.

2. RESEARCH METHOD

This study uses a descriptive qualitative approach to deeply understand the marketing strategy *communications supported* by *experiential marketing* at the 33RPM store in retaining consumers. This qualitative approach is used by researchers to explore the experiences and meanings formed by consumers through direct interaction with the store.[12]. Descriptive research is used to provide a systematic and accurate picture of the phenomenon of experience-based marketing in the analog music industry.[13]. This study focuses on presenting a comprehensive understanding of a phenomenon, while revealing and explaining the situation being studied. The method used is a case study, which is an in-depth approach to understanding phenomena at the individual, group, or organizational level.[14]. This case study focuses on the exploration of experiential marketing and communication strategies implemented by 33RPM to maintain consumer loyalty amidst the development of digital music. Through qualitative research, researchers can obtain in-depth and diverse data by implementing various methods, such as in-depth interviews, observation, and documentation.[15]. According to Rachmat Kriyantono, in-depth interviews were conducted directly through face-to-face meetings to obtain rich and detailed information.[16]. Second, observations are made by directly observing the implementation of the strategy. *experiential marketing* by the store manager. This observation is more than just taking notes, because it helps researchers understand the phenomenon more deeply.[17]. Third, documentation is used as supporting data in the form of visual evidence from the location, to display the marketing strategy implemented. (Prawiyogi et al., 2021). The subjects of the study were key informants selected purposively, including the shop owner (Miko), operational staff (Fabian), and visitors (Aduy, Adi, and Yere) as a representation of consumers. The diversity of these informants is expected to provide comprehensive data on the effectiveness of the communication marketing strategy *based* on experience. Data analysis refers to the Miles and Huberman model, which consists of three stages: data reduction (selecting and simplifying relevant data), data presentation (organizing data in narrative form), and drawing conclusions (interpreting data and linking it to theory and research focus) [19].

3. RESEARCH RESULTS AND DISCUSSION

Marketing Communication

The strategic process of delivering marketing messages to consumers with the aim of building brand awareness, persuading, and influencing purchasing decisions.[20]. Marketing communications encompasses a variety of channels, such as advertising, sales promotions, public relations, direct marketing, and digital media. *Marketing communication* is an important element in retaining consumers at the 33RPM store. Based on this study marketing *communication*. The applied focus is on building emotional bonds with consumers through narratives that emphasize the sound quality of vinyl records and historical value.

Based on the research results, the communication approach implemented by 33RPM also utilizes direct marketing strategies to strengthen ties with consumers. This is done through active participation in music community events and vinyl exhibitions, where 33RPM can interact directly with fans and collectors. In addition, this store also builds a customer database to send personalized information about the latest releases, special promotions, and upcoming events. This face-to-face interaction and personalized communication aim to build a closer relationship and customer loyalty to the 33RPM brand, while strengthening the narrative about sound quality of vinyl and its historical value.

Experiential Marketing

A marketing approach that focuses on creating immediate, enjoyable, and memorable experiences for consumers.[21]. This approach involves the senses, emotions, thoughts, and physical and social involvement of consumers so that they connect personally with the brand. The goal is to make consumers not only buy products, but also experience interactions that leave a positive impression and build loyalty. *Experiential marketing* at the 33RPM store utilizes five main elements identified by Bernd H. Schmitt, namely *sense, feel, think, act, and relate*. Research shows that the communication marketing strategy *based on experiential marketing implemented* by 33RPM is able to create a strong emotional connection with consumers.

Based on the research results, implementation *experiential marketing at* 33RPM is not merely oriented towards commodity transactions. Instead, the strategy applied methodically integrates Schmitt's five elements (*sense, feel, think, act, relate*) in order to construct a holistic consumer experience. This is manifested in the emphasis on analog sound fidelity and store atmosphere (*sense*), the generation of affective responses through historical and cultural narratives (*feel*), cognitive stimulation related to the intrinsic value of musical artifacts (*think*), facilitating physical interaction with the product (*act*), as well as fostering social identity through affiliation with others. *Enthusiast* (*relate*), which cumulatively contribute to the formation of emotional attachment and retention of significant experiential memories in the minds of consumers.

Experiential Marketing Communication

It is a form of communication marketing strategy *which* integrates approaches *experiential marketing in* every process of delivering messages to consumers. In this approach, brands not only convey product information, but also create experiences that touch the sensory, emotional, cognitive, physical, and social aspects of consumers. Through these experiences, *marketing communication become* more meaningful because it is able to build deeper personal engagement between consumers and brands.

Based on the research results, integration *experiential marketing communication* strategy 33RPM has been proven to not only attract new consumers, but also significantly increase customer retention and brand loyalty in the long term.

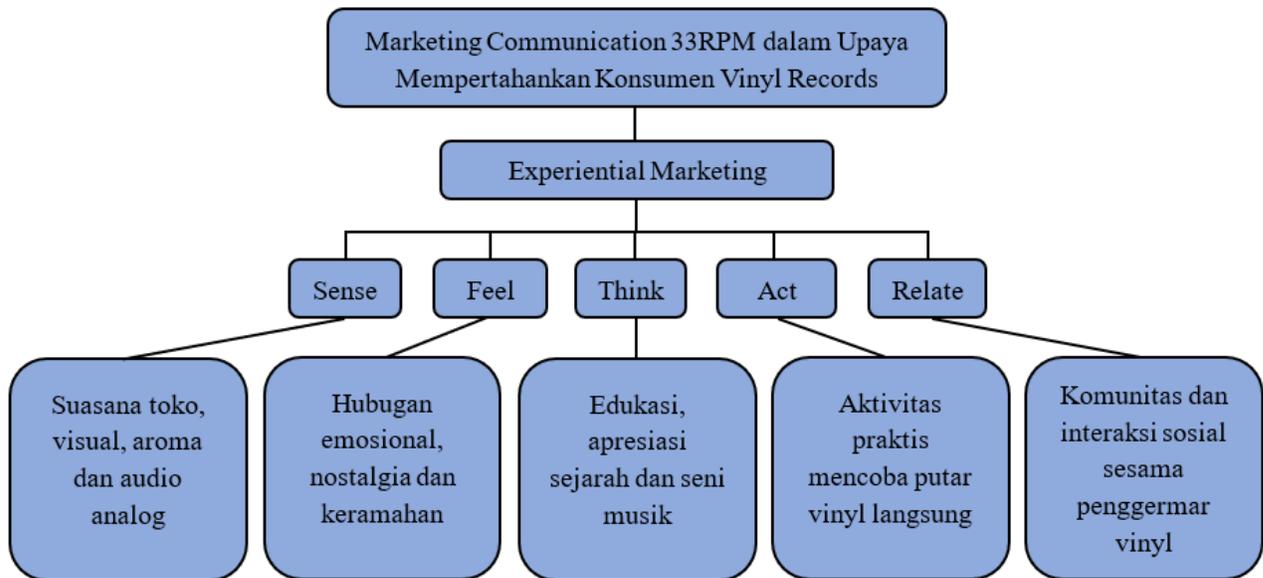


Figure 3. Model *Experiential Marketing Communication* at 33RPM
(Source: Researcher Processing, 2025)

Elements *Sense of an Effort to Retain 33RPM Consumers*

Elements of *experiential marketing stimulate* the consumer's five senses such as sight, hearing, smell, touch and taste to create a pleasant experience [22]. An appealing visual, sound and aroma atmosphere helps to create a positive, memorable impression and encourages consumers to return. Elements Sense Become an important part of 33RPM's marketing communications. Retro atmosphere, classical music from vinyl records, aesthetic touches of product arrangement, and the distinctive aroma of the store's interior serve as communication elements that influence consumers' five senses. Studies show that an interesting sensory experience can maintain consumers repurchase intentions through positive brand experiences.[23]. Sensory experiences can instill deep positive memories, which then strengthen the consumer's relationship with the brand. Through this strategy, 33RPM is more than just selling products, but also providing a unique and unforgettable experience.



Figure 3. Interior 33RPM
(Source: Researcher Documentation, 2025)

The shop owner explained that the visual appearance of the shop was designed to have a strong character, in accordance with the identity of the products being sold:

"We made the 33RPM store have character in terms of appearance... we made a display wall, then we also adjusted the arrangement to the music genre." (Miko, 2025).

Display wall. This can be seen in pictures 2 and 3 is designed to resemble an art installation, immediately attracting the attention of visitors. Consumers describe it as a "special art gallery vinyl," and stated that these visual elements create a strong first impression and reinforce the store's image as a place that is "different from your average music store." *Display* not only displays the product, but also instills a perception of quality and selective selection. Audio elements are also a central aspect of the strategy sense at 33RPM. The store owner emphasized the importance of sound quality as part of the value of the product being sold:

"Because we sell vinyl records which are quite expensive, so we also provide an adequate experience or audio that is also pleasant to listen to... we put the speakers above our heads so that the atmosphere in the shop when used for chatting does not require shouting because most other shops put their speakers below." (Miko, 2025).

The placement of the speakers above the visitors' heads creates a balanced and pleasant acoustic atmosphere, where the music remains clear without disturbing the conversation. The audio quality produced by the combination of speakers and needles turntable options provide a sonic experience *warm, detail, and analogous*, as mentioned by consumers:

"The quality of the music played is different, it feels very warm with the details... The music played is also interesting to listen to while looking for the music you want to buy." (Aduy, 2025).

The neat and genre-based product arrangement also makes it easier for consumers to browse the collection according to their preferences. This creates visual comfort while supporting a fun music exploration process. The shopkeeper said:

“Every day I definitely tidy up the layout of the records so that they are easy to find... I want people who have just come in to feel that the store that sells records is clean, not dusty and dirty.” (Fabian, 2025).

A comfortable and clean atmosphere, combined with air conditioning and a distinctive aroma (chocolate-scented perfume), complements the strategy. Consumers judge that these elements create an atmosphere that is “homey”, “relaxed but still artsy,” and makes them want to linger:

“The aroma is nice... it has AC, so my shopping experience is really cool... I don’t just want to look for a while and then leave, but I want to relax, chat with the staff, while choosing records.” (Yere, 2025).

Furthermore, the store atmosphere also helps in the music process *discovery*. The music being played is often what triggers interest in a particular release:

“Often I also want to buy it because the song is playing and it turns out to be really good. So it's like a music discovery here too.” (Adi, 2025).

Strategy Sense Which is applied by 33RPM effectively form brand *experience* that is distinctive, personal, and memorable. This is in line with Schmitt's view that pleasant sensory stimulation can strengthen positive perceptions of a brand and encourage consumer retention. Thus, the strategy sense in 33RPM stores not only create a comfortable and visually and audio-appealing atmosphere, but also create a holistic experience that differentiates the store from its competitors. Consumers remember not only the products, but also the atmosphere, smell, sound, and how the store makes them feel. This is what makes them not only return, but also loyal to 33RPM stores.

Element of *Feel* Strategy in Retaining 33RPM Consumers

Elements *felt* in *experiential marketing* emphasize creating experiences that evoke positive consumer emotions, such as warmth, nostalgia, comfort, or happiness.[24]. The goal is to build an emotional connection between consumers and brands, not just a transaction. At the 33RPM store, this strategy is realized through an atmosphere that evokes nostalgia and emotional closeness to analog music. The warm interior atmosphere, playing classical music from the collection vinyl, as well as friendly service and understanding of the world of analog music, creating an affective experience that touches the consumer's feelings. This is in accordance with a study that states that the elements felt in *experiential marketing* are able to increase customer loyalty by creating emotional attachment through pleasant experiences and empathetic service [25]. The shop owner explained that interaction with consumers is not just limited to transactions, but involves the process of sharing stories and musical experiences:

“So we don't just sell, we also share stories... We often ask why people like this album or music.” (Miko, 2025).

With this approach, staff do not position themselves as sellers, but as fellow music lovers.genuinely interested in understanding consumer preferences and backgrounds. This forms a close and personal relationship, which strengthens the consumer's emotional attachment to the store. Strategy*feel*/This is also demonstrated in the way the store treats customers of all experience levels. For new customers, the educational approach is done in a warm and non-intimidating manner:

“Treatment varies for some consumers... usually for those who are just starting out, we give them education so that they feel cared for and attract their attention.” (Miko, 2025).

The store staff reinforces this through empathetic and friendly service. They strive to create a sense of security and comfort, especially for first-time visitors who are still unfamiliar with the world of vinyl:

“I always try to greet customers with a smile... I slowly explain about the uniqueness of the physical appearance, the story behind the album they want to buy...” (Fabian, 2025).

Consumers responded very positively to this approach. Many felt valued not just as buyers, but as individuals with a passion for music:

“The staff is different, not like SPG/SPB who chase targets. They are more like fellow music lovers who enjoy sharing... Interactions like this make us feel appreciated as visitors.” (Adi, 2025).

In addition to the friendliness and personal approach, the emotional atmosphere of the store is also strengthened by an atmosphere that supports exploration and “*discovery*.” Consumers described a visit to this store as an experience that evokes a sense of excited, comfort, and even “rituals” that free them from digital routines:

“The experience was so much fun! More than just shopping for vinyl records... The emotional impression was so overwhelming, like finding a community on the same frequency... The feeling when I first came was like finding a ‘home’ for analog music lovers... There was a sense of excitement that I wanted to explore every corner of the store.” (Adi, 2025).

This emotional impression is the main force in retaining consumers. When someone feels an emotional resonance towards a place or service, they tend to return not because of obligation, but because of emotional need. This is reflected in the statements of consumers who call 33RPM a place to “hang out and listen to music,” “*sharing about music*,” or simply enjoying a personal moment. According to Schmitt, the strategy can form a positive image of the brand through emotional experiences that touch the hearts of consumers. At the 33RPM store, this strategy has succeeded in creating deep emotional connections, driving loyalty, and forming stronger attachments than just rational motivation to buy products. Thus, the strategy implemented by 33RPM plays a vital role in retaining customers. Through empathetic service, a pleasant atmosphere, and genuine interactions, the store has successfully transformed the shopping experience into a meaningful and unforgettable emotional experience.

Element of *Think Strategy* in Retaining 33RPM Consumers

Elements in *experiential marketing* aim to stimulate consumer cognitive activities, such as reflection, evaluation, and learning processes that lead to a deeper understanding of the product and the values attached to it.[26]. Previous studies have shown that the elements in *experiential marketing* plays an important role in creating consumer intellectual experiences, because it is able to stimulate critical thinking about product value and increase satisfaction and loyalty through in-depth education and information exploration processes.[27]. At 33RPM

Store, this strategy is implemented through an educational and informative approach to customers, especially in building appreciation for physical music formats such as vinyl records.

The owner of the 33RPM store explicitly stated that the main value he wanted to instill in consumers was appreciation towards physical music, in particular vinyl. The shop owner explained that listening vinyl not just about the sound, but also about the ritual, *artwork*, and its historical value. This approach shows a conscious effort to stimulate the consumer's thinking aspect to understand music as an art form and cultural heritage, not just an instant digital entertainment product. In an interview, the store owner said:

"We tell the advantages of vinyl records, because vinyl has various versions, then from the history of the album they choose. We also play a comparison of the sound with the digital format so they can feel the difference themselves." (Miko, 2025).

This strategy shows that 33RPM encourages consumers to not only experience sensory experiences, but also to think critically about sound quality, the process mastering, as well as the history and musical context of the releases on offer. Storekeepers also have an important role in educating consumers. It is said that many customers are interested in knowing why the sound quality vinyl different, as well as the history of a particular band or album. The shopkeeper said:

"I usually explain the advantages of vinyl from its richer sound quality, a more focused listening experience because it is not disturbed by notifications, to the collection value and album artwork that cannot be obtained in digital format." (Fabian, 2025).

This information is delivered naturally, in a relaxed but in-depth atmosphere, for example when consumers are choosing a record or listening to music preview in-store. This educational process is not one-way, but rather dialogic, encouraging consumers to ask questions and explore more deeply. The effectiveness of the *think* strategy. This is also reinforced by affirmations from consumers. Several visitors said that their experience at 33RPM not only expanded their musical knowledge, but also changed their perception of physical media:

"There's a lot to learn, sometimes the staff tells stories about the history of albums, bands, or even the mastering process for vinyl... So it really broadens my insight into the world of vinyl records... I used to think vinyl was only for old people. But after coming here, I understand better why people are still loyal to this physical format. There's artistic value, historical value, and a different listening experience." (Adi, 2025).

This statement confirms that the strategy implemented by 33RPM has succeeded in forming a new perspective for consumers, who initially may have had little understanding or underestimated the analog format. By providing space for consumers to learn, think, and reflect on the value behind physical music, 33RPM creates deeper loyalty. This strategy is in line with Schmitt's thinking which states that the elements aim to stimulate consumer intellectual engagement, and when implemented effectively, can increase positive brand perceptions and strengthen customer retention. Thus, the educational approach implemented by 33RPM through storytelling, music history-based recommendations, and live music discussions are real manifestations of the elements thought in *experiential marketing*. This has proven to not only increase consumer understanding of the product, but also strengthen their emotional and

cognitive ties to the store, making 33RPM more than just a place to buy and sell, but also a meaningful space for learning and music appreciation.

Element of Act Strategy in Retaining 33RPM Consumers

Elements *act* in *experiential marketing* focuses on driving real action and sustainable consumer behavior change through active participation in shared product experiences.[28]. This strategy does not only target momentary purchases, but aims to form new habits, lifestyles, and routines that are directly related to the brand. Previous studies have shown that *experiential marketing can* increase consumer loyalty by changing consumer behavior patterns to be more consistent in choosing products and building long-term attachment to brands.[29]. In the 33RPM store, this strategy is realized by creating an active interaction space where consumers not only buy records, but are also encouraged to experience the process of listening to music analogously, such as consumers tuning their own records with musical instruments that have been provided. The store owner explained that the store consciously provides open listening facilities, equipped with quality speakers and turntable active that can be used by consumers:

"...Consumers can try the vinyl they choose directly, and we help teach them how to set the needle. This is important, because many people are initially afraid or do not know how to put the needle in the vinyl..." (Miko, 2025).

This experience is designed so that consumers don't just see and buy the release, but also experience the complete listening process from touching, opening the packaging, putting it away *vinyl* the *turntable*, to setting the needle and enjoying the sound from the store's speakers. This physical interaction becomes an educational process and an emotional experience at the same time, which creates a deeper connection between consumers and the music they choose. The storekeeper added that this process also involves personal guidance for new consumers who are not yet familiar with analog devices:

"...we teach them from the very beginning, for example how to hold the vinyl properly, put the disc on the platter, and the right needle position so as not to damage the disc. Many were hesitant at first, but once they tried it themselves, they were able to tune the records..." (Fabian, 2025).

In addition, the activity of spinning the record on-site also creates an exploratory moment for consumers, as they can experience the quality of the release before purchasing, as well as discuss recommendations for new releases available. Consumers interviewed affirmed that the experience of playing the record directly in the store boosted their confidence in the analog format and made the shopping process more active and meaningful:

"At first I was afraid of putting the needle in the wrong position. But the staff taught me slowly. Now I'm even happy to try it myself every time I go there. I feel better, and I'm more confident before buying." (Adi, 2025).

Other consumers also emphasized the importance of the opportunity to interact directly with turntable and store speakers before deciding to purchase:

"Having the opportunity to listen to vinyl live is very helpful. We become more aware of the sound quality and even better at searching for rare releases. Moreover, we can try putting and playing the record ourselves." (Aduy, 2025).

Thus, strategy *acts* at the 33RPM store, not only does it form a repeat shopping pattern, but it also builds new active habits, such as taking the time to come to explore new releases, listen to albums in their entirety, and practice using analog devices. All of this is facilitated through an interactive approach that makes consumers active players, not just passive buyers. This entire experience encourages consumers to internalize the activity of listening to and collecting vinyl records as part of their routine and lifestyle. *Experiential marketing*, this is an indicator that the strategy act has successfully established strong and sustainable behavioral engagement between consumers and the 33RPM brand.

Element of *Relate* Strategy in Retaining 33RPM Consumers

Elements *related* in *experiential marketing* focuses on efforts to build social connectedness between consumers and other consumers, communities, and brands [30]. This strategy aims to create a sense of belonging (*sense of belonging*) and consumer identification with a social group that has similar values, interests, or lifestyles. Previous research explains that *experiential marketing* which emphasizes social elements is able to increase emotional involvement and consumer loyalty, especially through community-based activities that strengthen bonds between consumers.[31]. Community involvement creates a collective experience that strengthens brand identity and increases brand attachment to the products and values. At the 33RPM Store, this element is realized through a strong community approach, personal communication, and the creation of a social space that encourages interaction between individuals who share a passion for analog music. The store owner explains that 33RPM not only functions as a place for buying and selling transactions, but also transforms into a social interaction space and an active music community:

“We want this to be a hangout spot for music lovers, a place where they can share their passion, make new friends, and feel like they are part of something bigger.” (Miko, 2025).

This interaction is facilitated through various community activities such as Jazz Afterwork events, Record Store Day, and participation in event external such as Urban Sneakers Society (USS). Through these activities, 33RPM not only introduces its products, but also expands its community network and forms a mutually supportive social ecosystem.

“The music and collector community are like our backbone. They are the ones who often come, they are the ones who spread positive word of mouth, they are also the ones who often give support at our events.” (Miko, 2025).

Consumer engagement is not limited to physical interactions in the store, but is expanded through 33RPM's active presence on social media and direct communication via WhatsApp. The store owner said that they routinely provide information on new releases, *follow up customer* purchases, and reposting customer activity on social media as a form of appreciation. This creates a two-way communication that makes consumers feel involved and recognized. Store staff also strengthens the community climate by creating a friendly atmosphere and being open to spontaneous conversations between visitors:

“Sometimes, people who initially don't know each other can get involved in a lively discussion just because they see that they are both interested in a certain band's releases... This shop is like a hangout for them.” (Fabian, 2025).

This experience was confirmed by several consumers. One visitor stated:

“Often, there are those who become close friends. Especially if we are both interested in the same release, we will immediately start chatting... So it’s like finding a small community in the store.” (Yere, 2025).

Other consumers also mentioned that they felt valued not just as buyers, but as part of the store family:

“The relationship is quite close, especially with some staff who already know each other. It’s like friends just chatting about music... You can really feel the community atmosphere, sometimes I’m given information if there are events at Pasar Santa, then yesterday I was invited to the Record Store Day event there, I got a lot of rare releases and got them cheaply too... It’s like it’s become an informal hangout for vinyl lovers.” (Aduy, 2025).

This kind of social experience strengthens consumer loyalty because they are not only rationally tied to the product, but also emotionally and socially attached to the community they feel is part of their identity. When stores become places to express interests, make friends, and get exclusive information, consumers have a deeper reason to return and continue to engage. Schmitt states that the elements related can create brand *communities* strong, and this community becomes a driving force in maintaining long-term customer loyalty. At the 33RPM store, this is evident through consumer engagement with the store as a social space, not just as a place to buy and sell. Thus, the strategy related 33RPM has succeeded in creating an active and inclusive community environment. Through a combination of activities offline, social interactions in stores, and communication *online* Personally, 33RPM builds consumer loyalty based on a strong sense of belonging and social identification, key factors in retaining consumers in the instant and impersonal digital era.

4. CONCLUSION

This study shows that the strategic experiential *marketing communication implemented* by the 33RPM store is able to play an important role in retaining consumers who enjoy vinyl records amidst the dominance of digital platforms. Through an experience-based approach that includes five main elements, namely *sense, feel, think, act, and relation*, 33RPM store successfully creates emotional, cognitive, and social attachment between consumers and brands.

Elements *are realized* through a distinctive store atmosphere and a comprehensive sensory experience that touches the visitor's senses, creating an aesthetic and comfortable impression. Elements feels Strengthening emotional closeness through empathetic service, a warm atmosphere, and personal interactions that build close relationships. Strategy: Encourage consumers to understand the historical and artistic value of vinyl through an educational approach that makes consumers aware of the uniqueness of the physical format. Elements Act Demonstrates 33RPM's success in encouraging consumers to be directly and actively involved while shopping. The store not only sells records, but also gives consumers the opportunity to tune their own records. *Vinyl of turntable*, try out the sound quality, and learn how to use it

properly. Meanwhile, the elements relate demonstrating the important role of community in creating a sense of belonging and strengthening long-term loyalty.

Overall, the integration of experiential *marketing* into communication marketing strategy *not* only able to retain existing consumers, but also create memorable experiences that strengthen consumer bonds with brands holistically. This study proves that in the physical music industry facing the challenges of digitalization, the power of authentic and relational experiences is the main key to maintaining consumer sustainability and loyalty.

This study has limitations, namely the object of the study only focuses on one store, namely 33RPM. In fact, in Pasar Santa there are at least seven stores that also sell vinyl records with various approaches and characteristics. Therefore, further researchers are advised to conduct comparative studies between vinyl record stores in Pasar Santa to gain a broader understanding of the application experiential *marketing communication* in a more varied context. Such studies can also identify effective strategy patterns and challenges faced in retaining consumers amidst analog and digital market competition.

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