

ABSTRACT

The presence of the internet as a communication platform and information source has changed the way individuals interact with the world around them. The internet opens wide doors of access to various resources and knowledge that were previously difficult to reach. One of the internet service providers in Indonesia is PT Telekomunikasi Selular, which is generally known as Telkomsel with their internet service product called Telkomsel Orbit. This research wants to see whether there is experiential marketing that has been delivered by Telkomsel Orbit to form a good customer journey map so that the product can be accepted by people who are used to fiber optic internet, such as IndiHome, which is also a Telkomsel product. This research method uses qualitative research by conducting interviews with sources from the management and 3 sources who are already become Telkomsel Orbit customers. From the interview, it was found that Telkomsel Orbit had implemented various marketing strategies with experiential marketing by creating touch points in digital and non-digital marketing. Telkomsel Orbit is confident that they have provided a good customer journey map for their customers so that customers can easily access products during the weighing process and making a purchase.

Keywords: *Experiential Marketing, Customer Journey Map, Telkomsel Orbit*

