

ABSTRACT

The intense competition within the culinary industry in Semarang City demands burjo or warmino business owners to maintain their market share. Burjo 28 experienced significant fluctuations in sales profits throughout the period of January to May 2026, with the sharpest decline occurring in May 2026. This qualitative research aims to explore the experiential marketing process phenomenon among Diponegoro University (Undip) students in choosing Burjo 28. The research informants were active Undip students aged 20–24 years who visited Burjo 28 at least 2–3 times a week within the last 3 months. The results indicate that the majority of informants evaluate the atmosphere at Burjo 28 as highly supportive of students' needs, such as completing assignments or theses, playing games, and gathering. Burjo 28 is also capable of handling customer complaints effectively when service failures occur. Furthermore, the presence of a customer community nurtured through personal interaction successfully enhances engagement and helps the business understand consumer needs.

Keywords: Burjo 28, Experiential Marketing, Diponegoro University Students



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