

PROPOSED EXPERIENTIAL MARKETING STRATEGIES TO INCREASE THE CUSTOMER AWARENESS AND PURCHASE DECISIONS OF THERAPEUTIC MEDICAL YOGA SERVICES (CASE STUDY OF YOGA TULANG BELAKANG)

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Abstract - In this period, when the COVID-19 pandemic has entered the new normal phase, health concerns are the primary focus when managing and preventing the transmission of the virus chain. Consequently, there has been a significant transition in the general population's perception of the importance of health in the modern world. Exercising is one of the many things that can do to lead a healthy life. Numerous individuals have embraced yoga as a form of exercise and tension relief as it has become more accessible and famous in the country. Yoga Tulang Belakang's core value, namely "breathe lightly, and heal naturally," is always determined to continue helping clients to heal disease through medical yoga. To make it happen, appropriate experiential marketing strategies are needed to improve service excellence. Also, it is needed to increase customer awareness and purchase decisions.

This research aims to determine the right experiential marketing strategy for medical yoga therapy by identifying consumer journeys and analyzing social media content, an important marketing medium. Based on the findings, an online survey was conducted to get information regarding customer journeys. Also, an analysis of social media content was accomplished by utilizing NVIVO 12 Pro as a tool to analyze the transcript of the content. The solution and implementation plan was formed through the result analysis of the consumer journey map and analysis of the AARRR factor of social media content.

Index Terms - Yoga studio, experiential marketing, consumer journey, social media, content analysis

I. INTRODUCTION

Health matters most when preventing COVID-19 transmission in the new normal. Thus, modern society views health differently. Indonesian community members followed health criteria in BPS's COVID-19 survey. Some health guideline implementers need help. Some respondents should avoid crowds, stay away, and slow down. Healthy life involves numerous aspects. Exercising is healthy. Staying active throughout the epidemic benefits mental health, immunity, stress, and weight control. Most people exercise when socially alone. BPS asked respondents how they stayed motivated during COVID-19. BPS found that 81,8% of respondents (254.817 nationwide) were likely to exercise during the COVID-19 pandemic, with 85,2% male and 79,1% female. 85.3% of 46-60-year-olds exercised. During the outbreak, 46-60-year-olds exercised most. Exercise lowers chronic disease risk and boosts mental health. New sports were popular during the pandemic. Indonesian yoga is growing. Yoga studios and online programs have increased Indonesian yoga practitioners. Many people now practice yoga for stress relief and exercise. Internet-based yoga studios make home practice easier. To make yoga more accessible, many instructors educate beginning and expert students. Yoga has several styles. This paper highlights therapeutic medical yoga. Medical yoga prevents and treats disease. Medical yoga maximizes advantages through breathing, attentiveness, and meditation. Medical yoga treatment, or "Yoga Chikitsa," promotes physical, mental, and spiritual health. Most yoga students seek relief from urban stress. Indonesia matches. Jakarta, Bandung, Yogyakarta, Bali, and other Java-Bali cities developed yoga. Bali's yoga studios provide short-to-long courses on the Indonesian Ministry of Tourism and Creative Economy's website. Their services sustain yoga and other sports studios. Marketing aids business. Demand trumps supply in marketing, recognizes and comprehends market or consumer needs and uses the business's strategy to govern its intensity, timing, and composition. Effective marketing plans increase corporate marketing. Strategy is the most crucial marketing task. They also note that building an effective marketing strategy involves two challenges: (1) how to establish organizational structures that better support the creation of marketing strategies that help firms manage shifting client needs and adapt to those needs; and (2) how to select the most practical combination of marketing techniques to achieve objectives, given multiple competing priorities and many internal and external factors. The researcher is mapping the yoga studio's experience marketing to study therapeutic medical yoga. Medical-based yoga's brand relationship is vital. Increased customer awareness. Customers require a good brand experience to distinguish products. Marketers should leverage knowledge to acquire and retain customers.

II. THEORETICAL FOUNDATION

II.1 Experiential Marketing

In today's commoditized experience economy and society, the fundamental concept of experiential marketing is that functional features and benefits, product quality, and a positive brand image is presumed. They now prefer products, communications, and marketing campaigns that provide an exceptional experience. (Pine & Gilmore, 1999; Schmitt & Zarantonello, 2013; Schulze, 2005) Experiential marketing is designed to provide consumers with immersive and memorable experiences. It surpasses conventional forms of advertising by actively involving consumers in sensory-rich, interactive experiences connected to a brand or product. Experiential marketing aims to establish a profound and emotional connection with consumers, allowing them to form positive associations and long-lasting memories with a brand. Experiential marketing seeks to generate brand awareness, build brand loyalty, and increase customer engagement and advocacy by providing unique and engaging experiences.

Experience providers need to create an environment that contributes to evoking a desirable experience, and their ability to create, administer, and market these experiences will significantly impact their success. (Berry et al., 2002; Pine & Gilmore, 1999; Prahalad & Ramaswamy, 2004; Schmitt, 1999; Van Boven & Gilovich, 2003) Brands of the company play a significant role in the co-creation of experiences. "Sensory, affective, and cognitive associations that result in memorable and rewarding brand experiences." (Schmitt, 1999) These brand experiences are internal, subjective consumer responses to brand-related stimuli, such as sensations, feelings, emotions, and cognition.

II.2 Social Media Marketing

Social media marketing is using online social media platforms for marketing goals. It can exchange ideas and information and establish customer and brand relationships (G. Hedde & G. Shainesh, 2019).

According to Shen and Bissell (2013), social media has improved brand awareness, enhanced brand loyalty, and altered consumer decision-making, with firms focusing more on consumers than things. Previous research has found that social media marketing affects brand awareness (Zollo et al., 2020) and brand attachment (Panigyrakis et al., 2020). The usage of social media to increase brand recognition will also have an impact on consumer purchasing decisions. Content offered on social media may instill faith in the attributes of products and services, leading to purchases. As a result, social media is an effective marketing tool for eliciting customer behavioral responses (Chu et al., 2013). Previous research has shown that social media may build brand equity (Chu et al., 2013) and increase purchase intent (Aji et al., 2020). Another study found that employing social media with a viral marketing strategy influences brand recognition and purchasing decisions (Mustikasari & Widaningsih, 2019).

II.3 Content of Social Media Marketing

Content marketing is creating content for creating awareness by attracting the target audience and beyond to the firm, making products and services appealing, reaching the target audience, establishing a relationship with them, and acquiring measurable results by mobilizing them (Penpece, 2013). Social media content marketing is essential in providing effective material to customers and making it appealing for consumers to stay connected to companies (Ahmad et al., 2016). The digital era has altered customers' expectations of brand communication through various social media venues (Killian & Manus, 2015). Considering this shift, a brand must build an emotional connection with its social network members. This is because emotional connection increases brand loyalty and support. As a result, companies should focus on the quality of engagement between the brand and the customer on social media to develop meaningful content that will promote communication and proximity (Turri et al., 2013).

II.4 AARRR Framework

According to Zhang (2021), AARRR is a set of indicators given by Dave McClure, the founder of 500 Startups, a well-known Silicon Valley business incubator center primarily referring to acquisition, activation, retention, revenue, and referral.

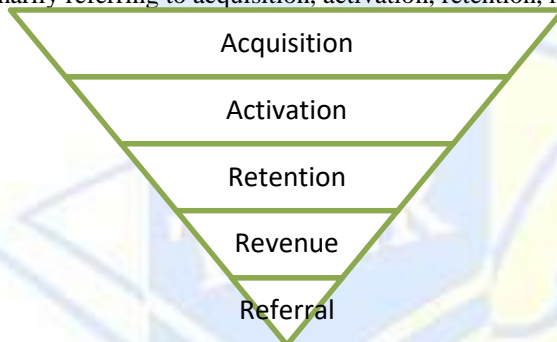


Figure 1 AARRR Model

This approach can assist businesses in thinking about the difficulties that arise during service creation. From the research from Zhang (2021), there are some questions regarding the decision that the company made to utilize AARRR Framework below:

Stage	Questions
Acquisition	<ul style="list-style-type: none"> • What channel do users come from? • How do users come? • How to let users discover products or services and start trying them?
Activation	<ul style="list-style-type: none"> • How do users perceive the value of products or services? • How to let users use the product more frequently?
Retention	<ul style="list-style-type: none"> • How to attract customers to return visits? • How to improve customer relationships so they are willing to exist for a long time?
Revenue	<ul style="list-style-type: none"> • How can products or services increase revenue through users?
Refer	<ul style="list-style-type: none"> • Are users satisfied with the product or service? • How to let users voluntarily share the product and spread it to more people?

Table 1

Enterprise Decision and AARRR Model. Source: Zhang, 2021

The full AARRR funnel model represents a closed loop with a complete user life cycle, from user acquisition through user referral. As the user growth phase deepens, the number of users who leak into the next phase decreases, and the remaining users offer long-term value to the organization.

Conceptual Framework

This research aims to increase the number of new clients in yoga studios by providing consumers with possible experiences. The conceptual framework of this research will be pictured in the figure below.

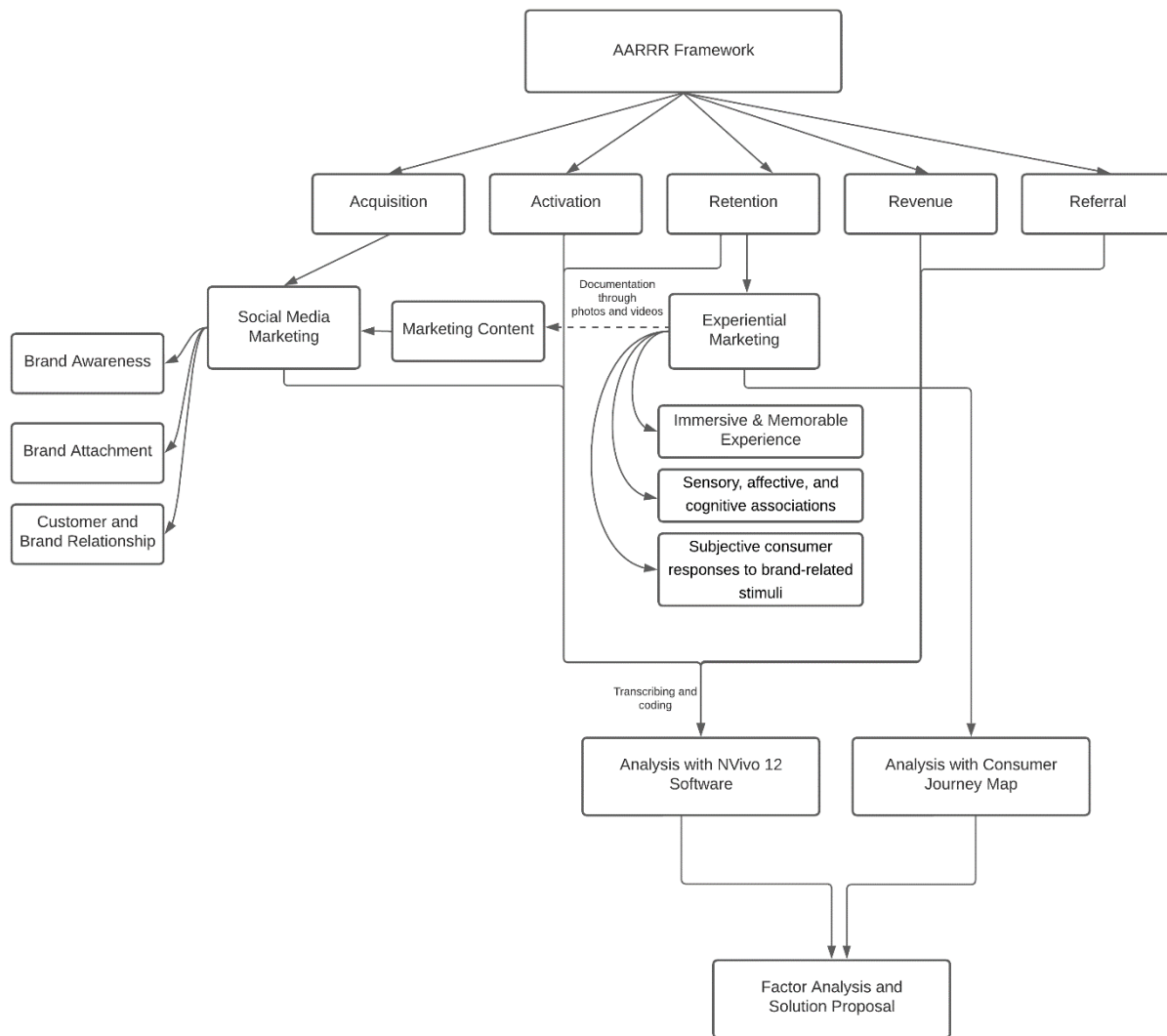
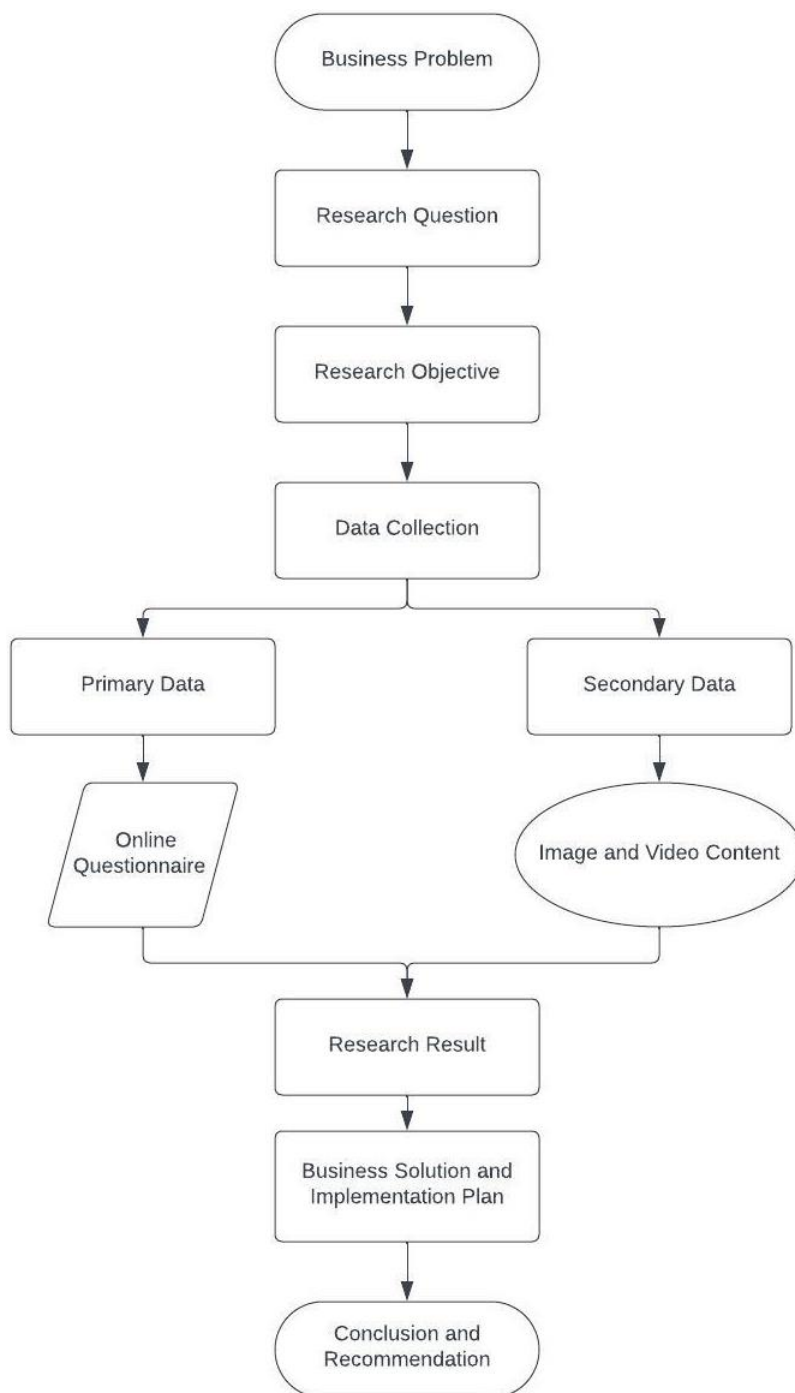


Figure 2
Conceptual Framework / Source: by Author

In this research, the AARRR Framework has five attributes: Acquisition, Activation, Retention, Revenue, and Referral. Acquisition attribute has an association with social media marketing. The experiential marketing associated with the Retention attribute and happens during the business process will be captured as marketing content for social media marketing through media of photo and video documentation. All the information correlated with AARRR’s attributes will be analyzed through NVIVO 12 Plus software. Data analysis went through 3 stages, namely transcribing photos and videos into information in the form of text. The second stage is reading the transcript and coding. The third is conducting discourse analysis, namely the analysis and meaning of the content relevant to the factors in the AARRR framework on YTB’s social media accounts. All the information correlated with consumer experience will be analyzed with the utility of the Consumer Journey Map.

III. RESEARCH METHODOLOGY

This research was conducted to determine how to increase customer awareness and purchase decisions of therapeutic medical yoga methods provided by Yoga Tulang Belakang. Furthermore, the study explored several perceived attributes and whether there is a causal relationship between their customers’ experience and the increase in new clients. The research conducted involves some stages. The first step to understanding the existing condition and the goal that the organization attempts to attain desk research was first carried out through internal company interviews. To identify the underlying cause, a business situation analysis was done and classified using the Whys Method. The study’s problem formulation necessitated the collection of primary and secondary data for further research. The primary data was from an online questionnaire about the service’s consumer journey. The secondary data was sourced from social media content from Instagram and Google Review from Google Maps. The data were subjected to various analyses, including social media analytics using AARRR Framework and content analysis through NVIVO 12 Plus software. The research flow can be seen in the figure below:



• **Questionnaire**

According to Roopa & Rani (2012), Questionnaires are a commonly utilized tool in quantitative marketing and social research. A questionnaire is a tool used to gather statistically significant data on a particular subject by posing a series of inquiries to individuals. When constructed appropriately and administered responsibly, questionnaires can be crucial for making statements about groups, individuals, or entire populations. Surveys are a valuable tool for gathering diverse information from a significant number of individuals, commonly known as respondents. The construction of a questionnaire is a crucial aspect that determines the efficacy of a survey. The implementation of suitable questioning techniques, proper sequencing of questions, appropriate scaling, and a well-structured questionnaire format can significantly enhance the value of a survey, as it has the potential to capture the perspectives and sentiments of the respondents effectively. Conducting a pretest among a smaller subset of target respondents is a valuable technique for verifying the accuracy of a questionnaire in capturing the intended information. In this research, the online questionnaire mainly contributes to determining the response to their experience after using the service from Yoga Tulang Belakang. The proposed methodology for data collection involves administering an online survey via a questionnaire on JotForm. The questionnaire will comprise multiple questions accompanied by visual aids and an event concept to facilitate responses within the conceptual framework.

(5) Data Analysis Method

In this research, researchers use qualitative methods to measure the performance of experiential marketing through questionnaire analysis about consumer experience and content analysis on social media. For social media content analysis, the researcher uses tools of qualitative data software using NVIVO 12 Plus to process the qualitative data analytics. According to the official website, NVivo is software for developing, supporting, and managing qualitative data analysis, whose primary function is to code data effectively and efficiently. Therefore, coding research data sources is the key to being able to present qualitative research data in the form of tables, graphs, or diagrams. There are steps that researchers use to analyze the data using NVIVO 12 Pro for Windows, such as:

(1) Data and Data Source

A. The data used in this study are primary and secondary.

• **Primary Data Source**

B. The primary data is from the online questionnaire with five customers of Yoga Tulang Belakang that have ever been a client. The data collected is in the form of information related to the consumer journey the client has experienced.

• **Secondary Data Source**

C. The secondary data used is from the social media of Yoga Tulang Belakang, such as Instagram (@yogatulangbelakang) and Google Maps Review from 2018 until 2023.

(2) Population and Sampling

D. The population is the entire object of study. The term population refers to the whole group of people, things, or events that share characteristics and are of interest to the researcher. A sample from a larger target group is selected to make conclusions or generalizations about the population. The population in this study is Instagram content (photos and videos) from @yogatulangbelakang and Google Maps Review and respondents' submissions.

(3) Sampling Technique

E. The sampling technique used in this research is Total Population Sampling (TPS). TPS is a technique where the entire population that meets the criteria (e.g., specific skill set, experience, etc.) is included in the research.

(4) Data Collection Technique

F. Data collecting techniques are the procedures or technologies used for research purposes. In this research, strategies for data collection are carried out utilizing an online questionnaire to collect the consumer experience through service experience with Yoga Tulang Belakang using JotForm, and documentation methods derived from secondary data about the investigation. The documentation is obtained by downloading all social media content from Instagram and taking screenshots. The result of documentation is used as the object of analysis through data processing software.

- Transcribe photo/image and video into text.
- Code and nodes.
- Result Visualization.

Following the presentation of the data, the following stage is to form conclusions to find significance and essential items. The decision also provides a place to restate the research problem persuasively and succinctly, given that the reader has now been presented with all the information about the topic.

IV. RESULT AND DISCUSSION

Qualitative Analysis

In this qualitative research, researchers use two approaches to data analysis: primary data by visualizing the respondents' consumer journey from online questionnaires answer and secondary data by analyzing the social media content of Yoga Tulang Belakang.

Consumer Journey Analysis

In this research, respondent data for this analysis will be processed into Customer-Journey Map. According to Salazar (2020), a researcher from Nielsen Norman Group mentioned that a customer-journey map is an infographic that illustrates the steps a persona segment takes to complete a task. To understand how a client progresses toward a goal over time, longitudinal research was used to identify broad storylines and themes that may be communicated via journey maps.

To understand the consumer journey, the researcher analyzed five selected respondents as the object of analysis, namely former clients who had used Yoga Tulang Belakang's services. To comprehend the analysis, here are some matters related to consumer experience analysis to Yoga Tulang Belakang:

Table 1 Respondent Profile

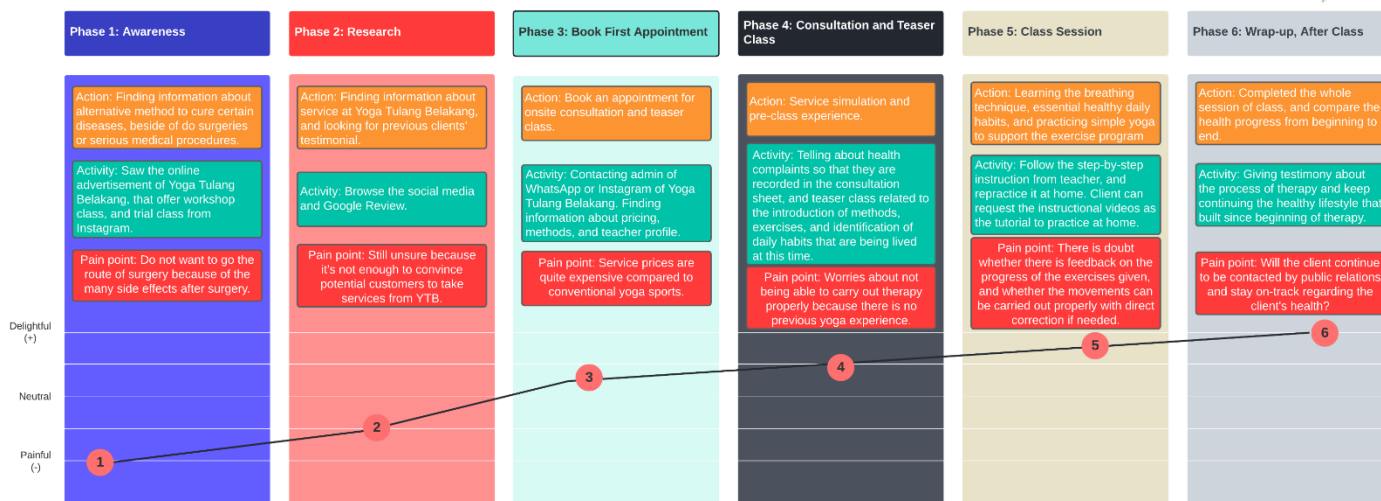
Respondents Name	Age	Occupation
Yonna Kairupan (Female)	43	Make-Up Artist
Kevin Christian (Male)	32	Digital Marketing Staff
Bambang Wispriyono (Male)	70	Retiree
Andre Supriyanto (Male)	29	Private sector Employee
Mayleen Wijaya (Female)	19	Undergraduate Student

- **Consumer Journey at Yoga Tulang Belakang**

- **Timeline:** divided into 3 parts, including before, during, and after doing yoga at Yoga Tulang Belakang. The initial stage in the consumer journey begins with awareness or knowledge about yoga services at Yoga Tulang Belakang. Arising user interest can be created from various channels for potential users to learn about yoga services at Yoga Tulang Belakang, such as social media, recommendations from colleagues, or through workshops held by Yoga Tulang Belakang. After becoming interested in YTB's services, potential customers contact the YTB admin to make an initial consultation appointment and teaser class. Prospective customers can contact YTB via Instagram Direct Message @yogatulangbelakang or YTB's official WhatsApp. During the initial consultation and teaser class, the client will be asked several questions related to health complaints they have experienced and sports experiences they have had. After the consultation session, a teaser class session was held, which explained the method to be carried out during the training if a prospective client joined YTB. If the client agrees to join, the class session begins depending on the chosen duration (6 sessions or 12 sessions). After the class session, the client is declared to have finished attending the class, and if desired, the client can provide feedback and referrals.
- **Persona:** Persona is categorized into the respondent's characteristics and the number of sessions attended. In this study, the characteristics of Yoga Tulang Belakang's service users were men and women aged 19-70 years with training durations of 6 or 12 sessions. Respondents who filled in had finished therapy at Yoga Tulang Belakang and shared their experiences becoming clients at YTB.
- **Channel:** Interactions between service providers and customers can be carried out through various channels, such as social media (e.g., Instagram, WhatsApp) and direct interaction in the studio.
- **Emotions:** Overall, clients are satisfied with Yoga Tulang Belakang's services. Clients even want to share their experiences to invite colleagues/acquaintances who need services from Yoga Tulang Belakang. However, in the initial phase, customers are still hesitant to register due to various factors, especially the first impression of the service. Even though YTB have posted content on Instagram about testimonials, and service knowledge, clients are still hesitant to register because they are afraid that the therapy at YTB does not meet their expectations.

- Consumer Journey Map at Yoga Tulang Belakang

CONSUMER EXPERIENCE OF MEDICAL YOGA THERAPY



Based on the explanation of the consumer journey above, researchers can analyze it by visualizing it through a mapping that describes all these components. After the Customer Journey Map has been compiled, users have had bad and good experiences with YTB services.

After observing the consumer experience above, users are unhappy in the initial phase, Awareness, and Research. This is related to the client's initial perception of the uncertainty of yoga methods that can cure disease. Even though YTB has posted videos or photos related to client testimonials, it is still tricky for make prospective clients to be sure of their recovery because of the trauma they experienced with previous treatment methods, resulting in a skeptical attitude toward the initial perception of the services provided by YTB. Another factor influencing this condition is that the client may need help understanding the advantages of medical yoga treatment. They might not see its benefits at first glance if they have preconceived views about yoga or are unaware of its therapeutic uses. In this research, proposing any experiential marketing and initiatives recommendation to increase those issues is essential.

Analysis of Social Media Content

In this research, data for this analysis will be processed using NVIVO 12 Plus Software. The processed data contains 263 items of Instagram Posts (transcript of images and photos) and 26 items of Google Maps Reviews. Here are the results after transcribing the content's message and coding it with the various variables.

To analyze content on YTB social media, researchers used keywords that are examples of critical activities in implementing the AARRR framework. These keywords will become nodes in the NVIVO 12 Plus software's coding process. Here are the keywords:

Table 2 Keyword

AARRR Framework	Keyword
Acquisition	<ul style="list-style-type: none"> Promoting free or trial classes and paid classes. Collaborate with other organizations. Offering private home service.
Activation	<ul style="list-style-type: none"> Try to give an experience (value) of the service. Service Satisfaction Promote the service advantage(s)
Retention	The client follows the whole session of class.
Revenue	<ul style="list-style-type: none"> The client paid for the class. Worthiness of pricing
Referral	<ul style="list-style-type: none"> Recommendation to family Recommendation from a colleague Word-of-mouth related

Source: Author

- Factors that influence the performance of social media marketing

Researchers use visualization through hierarchy charts on the NVIVO 12 Plus Software to determine the factors that affect social media marketing performance through the AARRR Framework. According to the carefully discovered images and videos, a hierarchy chart is a diagram that displays the amount of coding on nodes or the number of coding entries. The chart's most prominent area is shown in the top left corner, and its smallest is in the bottom right. This hierarchy chart determines the dominance of the elements frequently appearing in social media content. Factors that influence the performance of social media marketing through the AARRR Framework can be seen in the figure below:

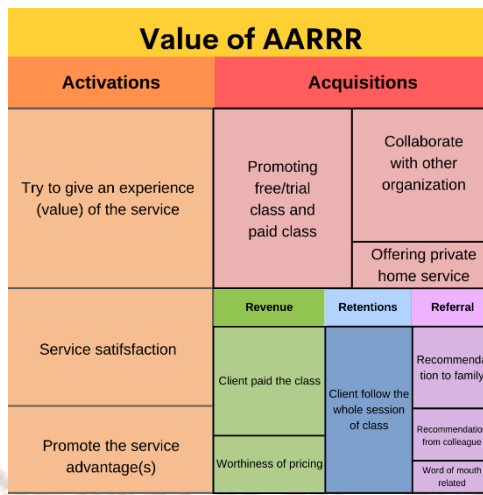


Figure 1 Hierarchy Chart – AARRR Metrics
Source: Data Processed using NVIVO 12 Plus

Based on Figure 10, it is found that the factors of the AARRR framework contained in the social media content of Yoga Tulang Belakang are Acquisition, Activation, Retention, Revenue, and Referral. The most dominant factor is Activation and Acquisition, located above the chart's left and right, While the least dominating factor is referral and revenue. See further the explanation of the indicator of each element in this figure below.

1. Activation

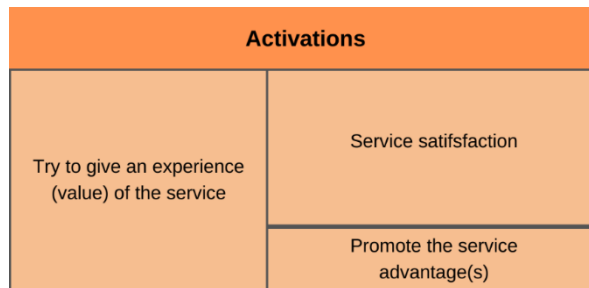


Figure 2 Hierarchy Chart - Activations
Source: Data Processed using NVIVO 12 Plus

Codes	Number of coding references	Number of items coded	Coding references %	Item coded %
Nodes\\Value of AARRR\\Activations\\Promote the service advantage(s)	34	31	21.11%	11.23%
Nodes\\Value of AARRR\\Activations\\Service satisfaction	55	44	34.17%	15.94%
Nodes\\Value of AARRR\\Activations\\Try to give an experience (value) of the service	72	62	44.72%	22.46%

Table 3 Coding Summary - Activation
Source: Data Processed using NVIVO 12 Plus

From the hierarchy chart above, the most dominating indicators in the activation factor give the customer an experience (value) of the service with 44.72% of percentage coding references and 22.46% of percentage item coded. It provides information about the client's excitement to follow the yoga class, feel relaxed, feel better than before participating in yoga, feel challenged if doing heavier yoga movements, and enjoy after healing from disease. The second factor is service satisfaction. It is a cause-and-effect relationship after giving the experience to the client. The information always comes to mind is the fantastic method to heal any disease related to the back joint and any condition. The client also feels very pleasant about the hospitality provided by the public relation. complimented the teachers as excellent and patient in teaching clients who are new to yoga. Third comes to act to promote the service advantages. The information contains the differences between medical restorative yoga and other methods that no recovery is guaranteed. Also, Yoga Tulang Belakang pursues energetic healing that relies on yourself as a healing agent rather than passive healing that relies on external force.

- Channel

Activation is the process of encouraging users to experience the primary value or benefits of your offering. Activation ensures that users have a positive initial experience and are motivated to continue using your product, whereas acquisition is responsible for acquiring users.

Here are some typical activation channels and strategies:

1. Interactive Onboarding Flows: Yoga Tulang Belakang provide the teaser class to guide client step-by-step through the service, providing tooltips, providing experience of class, interactive elements, or progress trackers to ensure the client completes essential actions.
2. User Education Resources: Yoga Tulang Belakang is developing educational content such as videos or knowledge bases to empower users with information and tips on how to make the most out of yoga therapy. Yoga Tulang Belakang offers some supplementary books that can be borrowed to enrich the clients' knowledge.
3. Personalized Onboarding: Yoga Tulang Belakang offers personalized onboarding experiences by providing one-on-one assistance to every client based on the clients' disease. Yoga Tulang Belakang also provide customer support to help users overcome any initial barriers or challenges.

2. Acquisition

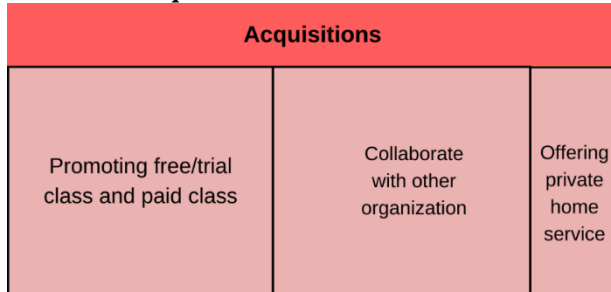


Figure 3 Hierarchy Chart - Acquisitions
Source: Data Processed using NVIVO 12 Plus

Codes	Number of coding references	Number of items coded	Coding references %	Item coded %
Nodes\Value of AARRR\Acquisitions\Collaborate with other organization	34	32	46.57%	11.59%
Nodes\Value of AARRR\Acquisitions\Offering private home service	5	4	6.85%	1.45%
Nodes\Value of AARRR\Acquisitions\Promoting free or trial class and paid class	34	32	46.58%	11.59%

Table 4 Coding Summary - Acquisitions
Source: Data Processed using NVIVO 12 Plus

From the hierarchy chart above, the most dominant indicators in the acquisition factor are promoting the free or trial class and the paid class, with 46.58% of percentage coding references and 11.59% of percentage item coded. It provides information on the events held by Yoga Tulang Belakang, such as workshop classes, free trial classes, health conventions, etc. The organization tries to introduce its service by giving documentation about the event, complete with an explanation of each session. The second factor is collaborating with other organizations. Instead of holding the event alone, then Yoga Tulang Bekakang collaborates with other organizations that pursue health and wellness, such as the cancer association, breath association, sports shop, and other corporations. Third comes to act to offer the home service. The urgency to hold home service is high because many clients cannot go to the yoga studio to take medical yoga. So, the information contains promotional sessions for home service in Jakarta and across Indonesia.

• Channel

There are several channels through which Yoga Tulang Belakang has done to acquire customers during the Acquisition phase of the AARRR framework. Here are some typical acquisition methods:

1. Social Media: This is the primary channel to do marketing in Yoga Tulang Belakang. With a total of 7.941 followers on Instagram, Yoga Tulang Belakang uses this platform to promote business, events, and deals.
2. Partnerships and Affiliates: Yoga Tulang Belakang has formed partnerships with other companies and organizations that, in exchange for a commission or a partnership agreement, are able to advertise the services to their respective audiences. Example of collaboration between Yoga Tulang and Decathlon Indonesia Taman Angrek, one of the biggest sports equipment shops. Yoga Tulang Belakang held classes in their functional studio. Another example is a collaboration with several elderly houses based in the Jabodetabek Area in the effort of a charity project. Collaboration with other non-profit organizations, such as Mindfulness Movement Organization, Cancer Awareness Community, and Church Community.
3. Event and Workshop: Yoga Tulang Belakang has conducted workshops and events to promote its business. The themes of the workshop mostly come from customer complaints such as back pain, scoliosis, daily habits, and breathing exercises. Workshops are attended by 10-30 people and are held in the YTB studio or outside the studio.
4. Direct Outreach: Yoga Tulang Belakang proactively reaching out to potential customers through direct messages, WhatsApp, etc.

As the primary channel for marketing, researcher do some analytical research to comprehend the understanding about the Instagram performance of Yoga Tulang Belakang, related to the Acquisition component of the AARRR Framework. Here are some figures that explain those related matters:

- Instagram Reach

Figure 4 Instagram Reach



Source: Instagram - Marketing YTB

According to an article by Instagram Insight (Instagram, n.d.), Reach is an Instagram metric that indicates how many people have viewed your post. This is distinct from Impressions, which indicate how often your post has been viewed. However, each user is only tallied once in reach, making it a more accurate method for determining how many individuals have viewed your content.

In the context of the organization, Yoga Tulang Belakang has a total of 7.941 followers on Instagram, with comprehensive reach coverage with a total of 93,7k per July,7. An extensive coverage reach indicates that the organization's posts and content are being viewed or interacted with by a large audience that is not limited to its followers. This could include Instagram users who discover the organization's content via hashtags, shares, or by exploring Instagram's features. A strong presence on social media platforms such as Instagram can be advantageous for businesses because it enables them to connect with their audience, share valuable information, promote their services and products, and create a community around their niche. The content of Yoga Tulang Belakang has been successful in this regard and is reaching a wider audience.

- Instagram Engagement

Figure 5 Instagram Engagement



Source: Instagram - Marketing YTB

Instagram engagement refers to the interaction and involvement of Instagram users with content posted on the platform. It measures the degree to which users interact with posts via actions such as likes, comments, shares, saves, and direct messaging. Engagement can be used to demonstrate the effectiveness of your social media marketing strategy. A high level of engagement also improves your visibility on social media platforms and makes you appear more credible to new visitors to your profile.

To measure the engagement rate on Instagram, here is a simple equation to measure:

$$Engagement\ Rate = \frac{Account\ Engaged}{Total\ Followers}$$

(Last 90 days) 9 Apr-7 Jul

Components of metric	Number of Interaction	Comparison	
		Data from 9 Jan- 8 Apr	Engagement rate
Account Reached	93.700	+0.5%	13.51%
Account Engaged	1.073	+6.1%	
Total Followers	7.941	+4.6%	
Notes:	Instagram of @yogatulangbelakang gained 352 more followers compared to 9 Jan- 8 Apr.		

Table 5 Calculation of Engagement Rate

Source: Author

The calculation of the engagement rate resulting from the last 90 days' data shows that Yoga Tulang Belakang has gained a 13.51% engagement rate. According to Hootsuite, most social media marketing experts agree that a reasonable engagement rate is between 1% to 5%. It indicates good performance on Instagram of @yogatulangbelakang. The fact that Yoga Tulang Belakang's engagement rate is substantially higher than the industry average suggests that its content attracts many followers and generates meaningful interactions. This level of engagement can contribute to developing a solid and loyal community of followers, boosting brand awareness, and possibly driving conversions or other desired results.

Yoga Tulang Belakang's Instagram strategy effectively captures the attention of its target audience and encourages them to interact with the content. This is an encouraging indicator of the organization's social media presence and Instagram performance.

3. Revenue

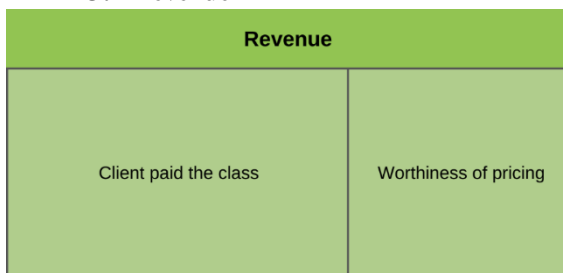


Figure 6 Hierarchy Chart - Revenue

Source: Data Processed using NVIVO 12 Plus

Codes	Number of coding references	Number of items coded	Coding references %	Item coded %
Nodes\\Value of AARRR\Revenue\Client paid the class	4	3	67%	1.09%
Nodes\\Value of AARRR\Revenue\Worthiness of pricing	2	2	33%	0.72%

Table 6 Coding Summary - Revenue

Source: Data Processed using NVIVO 12 Plus

From the hierarchy chart above, the most dominating revenue factor indicator is the client paid the class with 67% of percentage coding references and 1.09% of percentage item coded. It contains information regarding the client's commitment to therapy following the package offered. This indicates that there is revenue generated after clients participate in classes. The obligation of clients to pay for medical yoga therapy classes refers to their willingness to invest financially in the therapy. When clients are willing to pay for the classes, it demonstrates their commitment to their well-being and their belief in the value and effectiveness of the treatment. The second is about the worthiness of pricing. After spending money to join the private session with Yoga Tulang Belakang, some clients mention the price's worthiness compared to the clients' benefit. When clients say the worthiness of the price of medical yoga therapy, they express their belief that the cost they pay for the treatment is justified by the value they receive in return. This suggests that the client perceives the benefits and outcomes of the treatment as significant and believes that the price they pay is reasonable and worthwhile.

- Channel

The Revenue stage focuses on generating revenue from your active and engaged consumers. This phase entails converting users into paying customers and maximizing the value they bring to the business. In the case of Yoga Tulang Belakang, they implement subscription-based pricing models where clients pay a recurring fee for access to your product or service. This can be per 6 sessions or 12 sessions.

4. Retention

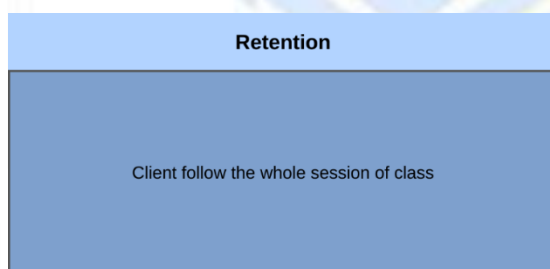


Figure 7 Hierarchy Chart - Retention

Source: Data Processed using NVIVO 12 Plus

Codes	Number of coding references	Number of items coded	Coding references %	Item coded %
Nodes\\Value of AARRR\Retentions\Client follow the whole session of class	6	5	100%	1.81%

Table 7 Coding Summary - Retention

Source: Data Processed using NVIVO 12 Plus

From the hierarchy chart above, the most dominating indicator in the retention factor is the client following the whole session of class with 100% of percentage coding references and 1.81% of percentage item coded. The client shows retention for each class session scheduled by management by following it in full. This shows the client's seriousness in recovering and interest in following each session well. The retention of clients to follow the entire session of medical yoga therapy refers to their ability and willingness to participate in and complete the recommended therapy sessions consistently. It indicates the extent to which clients are engaged, motivated, and committed to the therapeutic process.

- Channel

The Retention stage focuses on maintaining consumer engagement, satisfaction, and brand loyalty. Retention is essential for long-term success because it increases recurring revenue, decreases customer attrition, and fosters customer advocacy. Here are some prevalent customer retention channels and strategies:

1. Community Building: Yoga Tulang Belakang has created online communities such as social media groups where clients can connect, share experiences, ask questions, and receive support from both management and fellow users.
2. Proactive Outreach: Yoga Tulang Belakang has initiated proactive communication with clients through personalized messages to gather feedback, address concerns, and ensure they are satisfied with their experience.

5. Referral

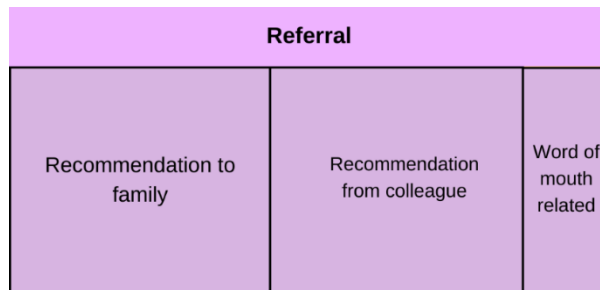


Figure 8 Hierarchy Chart - Referral

Source: Data Processed using NVIVO 12 Plus

Codes	Number of coding references	Number of items coded	Coding references %	Item coded %
Nodes\\Value of AARRR\Referral\Recommendation from colleague	2	2	40%	0.72%
Nodes\\Value of AARRR\Referral\Recommendation to family	2	2	40%	0.72%
Nodes\\Value of AARRR\Referral\Word of Mouth Related	1	1	20%	0.36%

Table 8 Coding Summary - Referral

Source: Data Processed using NVIVO 12 Plus

From the hierarchy chart above, the most dominating indicators in the referral factor are recommendations to families, with 40% of percentage coding references and 0.72% of percentage items coded. Many clients care about their parents or grandparents and trust Yoga Tulang Belakang to cure the disease. The yoga method offered by Yoga Tulang Belakang composes a holistic practice that combines physical postures, breathing exercises, and meditation, which can benefit overall health and well-being. The second one comes from a recommendation from a colleague. They suggest that clients consider practicing yoga a beneficial activity for their well-being. This referral indicates that your colleague believes yoga can positively affect your health, such as physical wellness, mental well-being, and stress management. They may have personally experienced the benefits of yoga or have heard positive feedback from others. Third comes from client testimony that sounds like word-of-mouth action. When clients provide an affidavit that sounds like word-of-mouth action about medical yoga therapy, they essentially share their story and endorse the treatment based on their firsthand experience. Their testimony may include specific details about how medical yoga therapy has helped them with their condition, the improvements they have noticed in their physical and mental well-being, and its positive impact on their overall quality of life.

- Channel

From the statement above, the Referral stage focuses on encouraging and rewarding existing customers to recommend your product or service to others. Referrals can be an effective method for acquiring new clients because they originate from reliable recommendations.

1. Social Media Sharing: Encouraging clients to share positive product or service experiences on social media platforms. This can be accomplished by providing social sharing icons, pre-written posts, or personalized messages to make it simple for clients to spread the word.
2. Customer Testimonials and Reviews: Requesting satisfied customers to provide testimonials or evaluations that can be displayed on the Yoga Tulang Belakang website, social media platforms, or review platforms. Positive reviews and testimonials serve as social proof and can persuade prospective customers to purchase the services.
3. Amplification of Word-of-Mouth: Creating exceptional client experiences that organically result in word-of-mouth recommendations. This requires exceptional customer service, personalized interactions, and exceeding client expectations consistently.

Business Solution

In this part, it is essential to give effective alternative solutions to Yoga Tulang Belakang to increase the awareness of services and promote the customer’s decision to purchase the services.

After discovering the consumer journey map and social media content analysis, the researcher proposes some improvement ideas that can be used to repair the experience of using the service from Yoga Tulang Belakang by providing relief points to answer the customers’ pain. Social media content urgencies are interrelated with information that customers need in the awareness and research phase of the consumer journey.

Table 9 Suggested Business Solution

Consumer Journey Phase	Description	Suggested Solutions
Awareness	Awareness is when potential customers learn about a product, service, brand, or solution that may meet their needs. Consumers recognize a need or concern at this level.	<ul style="list-style-type: none"> • Provide comprehensive and easily accessible information about therapeutic medical yoga, its benefits, and how it fits into the consumer journey. This can be done through brochures, website content, social media posts, and educational workshops. • Always give feedback and respond to the user on every social media channel.
Research	Research is the consumer journey stage where potential customers actively seek information and analyze choices to meet their requirements or solve their problems. Consumers gather information, compare options, and evaluate a product or service during this stage.	<ul style="list-style-type: none"> • Maintain an active presence on social media platforms to share educational content, tips, and inspirational stories related to therapeutic medical yoga. • Engage with followers, respond to inquiries, and create a supportive online community to foster interest and awareness.
Book First Appointment	"Book First Appointment" is the consumer journey stage where potential customers book an initial consultation with a business or service provider. Consumers reach this stage after investigating possibilities. Potential clients are ready to discuss their needs, wants, and product or service suitability at the "Book First Appointment" phase.	<ul style="list-style-type: none"> • Offer the best deal price to attract customers to join the class with reasonable pricing decisions. • Make a more economical price package so potential customers can consider it.
Consultation and Teaser Class	In the consumer journey, Consultation and Teaser Class allow potential customers to interact with a business or service provider. This stage follows the Book First Appointment stage and is intended to clarify the product or service, address specific concerns, and give a taste of the offering.	Inform the customer about the curriculum of the therapy procedure or so-called Standard Operating Procedures. Also, give a rating of every method's difficulty in encouraging the client.
Class Session	Potential clients attend a business or service provider's Class Session in the consumer journey. After the consultation or teaser class, this stage provides a hands-on experience with the product or service.	<ul style="list-style-type: none"> • Provide a training log (book or electronic form) to track the clients' progress. The teacher can also give feedback to improve the clients' performance. • Share the instructional video before class as clients' supplementary learning. So, clients can be better prepared.
Wrap-up and After Class	The customer journey Wrap-up and After Class follows a business or service provider's class or training. It includes post-class activities and contacts.	Provide an integrated Customer Relationship Management (CRM) to comprehend all after-service experiences.

Source: Author

Instead of refining the consumer journey, researchers also have some solutions to refine the operation of Yoga Tulang Belakang's business such as:

- In the short to medium term, researchers recommend reaching new market targets from existing segments, including:
 - B2B Market Segments:
 - Collaborate more with companies that need Yoga Tulang Belakang's program to pursue Corporate Social Responsibility (CSR) action for its internal and external parties.
 - Collaborate with companies/organizations that have a direct or indirect interest in medical yoga therapy, health & wellness, and restorative yoga.
 - B2C Market Segment:
 - Extend the coverage of the home service yoga class across the country with reasonable charge.
- For long-term improvement of the consumer journey, researchers also recommend utilizing technology by launching integrated mobile apps for a better experience, opening new opportunities for Yoga Tulang Belakang, and tools for advancing marketing initiatives.

Here is some reason to build the app for Yoga Tulang Belakang, such as:

- By offering a yoga app, Yoga Tulang Belakang can extend its reach beyond its physical location. Clients unable to attend in-person classes or live far away can still access the studio's therapeutic yoga content through the app. This allows the studio to serve a wider audience and attract new clients who might not have considered yoga a viable option.
- The app can strengthen the connection between Yoga Tulang Belakang and its clients. By providing a platform for clients to access studio-specific content, including class recordings, tutorials, and exclusive offerings, the app helps foster a sense of loyalty and engagement. Clients will feel more connected to Yoga Tulang Belakang, even when they cannot physically be there.
- Integrating a booking and scheduling system within the app streamlines the process for clients. They can easily view class schedules, book sessions, and manage their reservations directly from their mobile devices. This convenience enhances the consumer journey by reducing friction and providing a seamless experience.
- The app can leverage client profiles and preferences to provide personalized recommendations. Based on their goals, abilities, and previous activity, the app can suggest specific therapeutic yoga classes or programs that align with their needs. This personalization helps clients feel understood and supported, leading to improved satisfaction.

- The app can include features that allow clients to track their progress, set goals, and receive feedback on their yoga practice. This tracking functionality helps clients stay motivated and engaged while allowing Yoga Tulang Belakang to monitor and celebrate their achievements. It also enables instructors to provide targeted guidance based on each client's progress.
- Integrating social features into the app can facilitate community building among clients. Clients can connect with each other, share their experiences, and support one another's wellness journeys. Additionally, Yoga Tulang Belakang can organize virtual events, challenges, or group discussions within the app to encourage interaction and a sense of belonging.
- The app can directly communicate between Yoga Tulang Belakang and its clients. Push notifications, in-app messages, or newsletters can be used to share updates, announcements, special offers, or important information with clients. This ensures clients stay informed and engaged with the Yoga Tulang Belakang 's activities.
- The app can offer additional value-added services such as guided meditations, educational resources, or access to expert advice. These extras go beyond regular yoga classes and provide clients a comprehensive wellness experience. Offering such services can differentiate Yoga Tulang Belakang from competitors and create a unique selling proposition.

V. CONCLUSION AND RECOMMENDATION

Conclusion

Based on research conducted by researchers regarding Proposed Experiential Marketing Strategies to Increase Customer Awareness and Purchase Decisions of Therapeutic Medical Yoga Services of Yoga Tulang Belakang, then the researcher draws the following conclusions:

1. Yoga Tulang Belakang has implemented a remarkable customer experience in its business although there are still some weaknesses in its implementation, such as:

- Clients felt unhappy in the initial phase of the consumer journey, especially in Awareness and Research. This is related to the client's initial perception of the uncertainty of yoga methods that can cure disease. Even though Yoga Tulang Belakang has posted videos or photos related to client testimonials, it is still tricky for make prospective clients to be sure of their recovery because of the trauma they experienced with previous treatment methods, resulting in a skeptical attitude toward the initial perception of the services provided by Yoga Tulang Belakang.

- Another factor influencing this condition is that the client may need help understanding the advantages of medical yoga treatment. They might not see its benefits at first glance if they have preconceived views about yoga or are unaware of its therapeutic uses.

2. To gain customer awareness, researchers found that YTB must pay attention to its social media which is a bridge of information for prospective clients to consider the use of services to be used. Yoga Tulang Belakang should provide comprehensive and easily accessible information about therapeutic medical yoga, its benefits, and how it fits into the consumer journey. This can be done through brochures, website content, social media posts, and educational workshops. In the context of social media content and its engagement, Yoga Tulang Belakang should maintain an active presence on social media platforms to share educational content, tips, and inspirational stories related to therapeutic medical yoga. Engage with followers, respond to inquiries, and create a supportive online community to foster interest and awareness. In the end, Yoga Tulang Belakang should periodically give feedback and respond to users on every social media channel.

3. To propose experiential marketing activities to increase customers' awareness of Yoga Tulang Belakang, the researcher conducted several analyses through customer journey map analysis and social media content analysis to obtain information about the action plan of experiential marketing. It includes refining social media content, improving social media engagement, pricing strategy refinement to attract clients to join, improving the class's SOP, implementing clients' integrated training log, performing integrated CRM, and implementing the YTB Apps project.

For the future project, it may be continued to the specific topic regarding other factors that influence customer behavior toward adopting medical therapy yoga.

Recommendation

Based on the implementation that has been suggested by the researcher to be executed by Yoga Tulang Belakang, the short-, medium- and long-term plan of implementation proposed should be optimally applied to the business of Yoga Tulang Belakang in order to answer the solution of client's pain, and to improve the excellent customer awareness in the first impression. By answering the responses given by clients to the services provided by Yoga Tulang Belakang, it is hoped that there will be improvements in operational steps, especially in a good marketing strategy for the continuity of Yoga Tulang Belakang's business. With the hope, more and more clients will be satisfied with the services provided, and that many clients can recover after doing yoga therapy at Yoga Tulang Belakang.

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