

Abstract

Has been held for 16 years, Jakarta International BNI Java Jazz Festival remain unique and have loyal visitors. Seeing the uniqueness, this research aiming to explore Jakarta International BNI Java Jazz Festival loyal visitors' memorable experience, by semi-structured interview with 6 informants that fulfilled the research criteras. Phenomenology with Interpretative Phenomenology Analysis philosophy was adapted to reach the aim of the research.

It was revealed there are 6 superordinate themes, which are immersive experience, pleasure experience, festival attachment experience and social experience with strong validity and reliability, also pre-arrival experience and movement and interest experience with strong validity and weak reliability. The research shows that memorable experience loyal visitors experienced are different with visitor experience, because of the engagement on emotional, physical, intellectual, and spiritual and was confirmed on their repeat visits. With that being said, an adjustment on marketing, design, community relation, and human resource of the promotor is necessary, also the deepening of loyal visitor and memorable experience is necessary for science. Future research can analyze the relation and effect from themes of this research on visitor loyalty with quantitative approach.



Abstrak

Telah berlangsung selama 16 tahun, Jakarta International BNI Java Jazz Festival tetap unik dan memiliki pengunjung yang loyal. Melihat keunikan tersebut, penelitian ini bertujuan untuk mengeksplorasi *memorable experience* pengunjung loyal Jakarta International BNI Java Jazz Festival, dengan wawancara semi-structured dilakukan terhadap 6 informan yang memenuhi kriteria penelitian. Metodologi fenomenologi dengan filosofi *Interpretative Phenomenology Analysis* diadaptasi untuk mencapai tujuan penelitian.

Terungkap 6 superordinate themes yaitu immersive experience, pleasure experience, festival attachment experience dan social experience dengan validitas dan reliabilitas kuat, serta *pre-arrival experience* dan movement and interest experience dengan validitas kuat dan reliabilitas kurang kuat. Terlihat dari penelitian ini bahwa adanya perbedaan antara *visitor experience* dengan *memorable experience* yang dialami oleh pengunjung loyal dikarenakan adanya keterhubungan emosi, fisik, intelektual dan spiritual yang terkonfirmasi pada kunjungan berulang. Maka dari itu dibutuhkan penyesuaian dalam marketing, desain, community relation dan human resource penyelenggara serta perlunya pendalaman dalam pengunjung loyal dan memorable experience untuk ilmu pengetahuan. Penelitian selanjutnya dapat melihat hubungan dan pengaruh dari tema-tema yang penelitian temukan terhadap loyalitas pengunjung secara kuantitatif.

