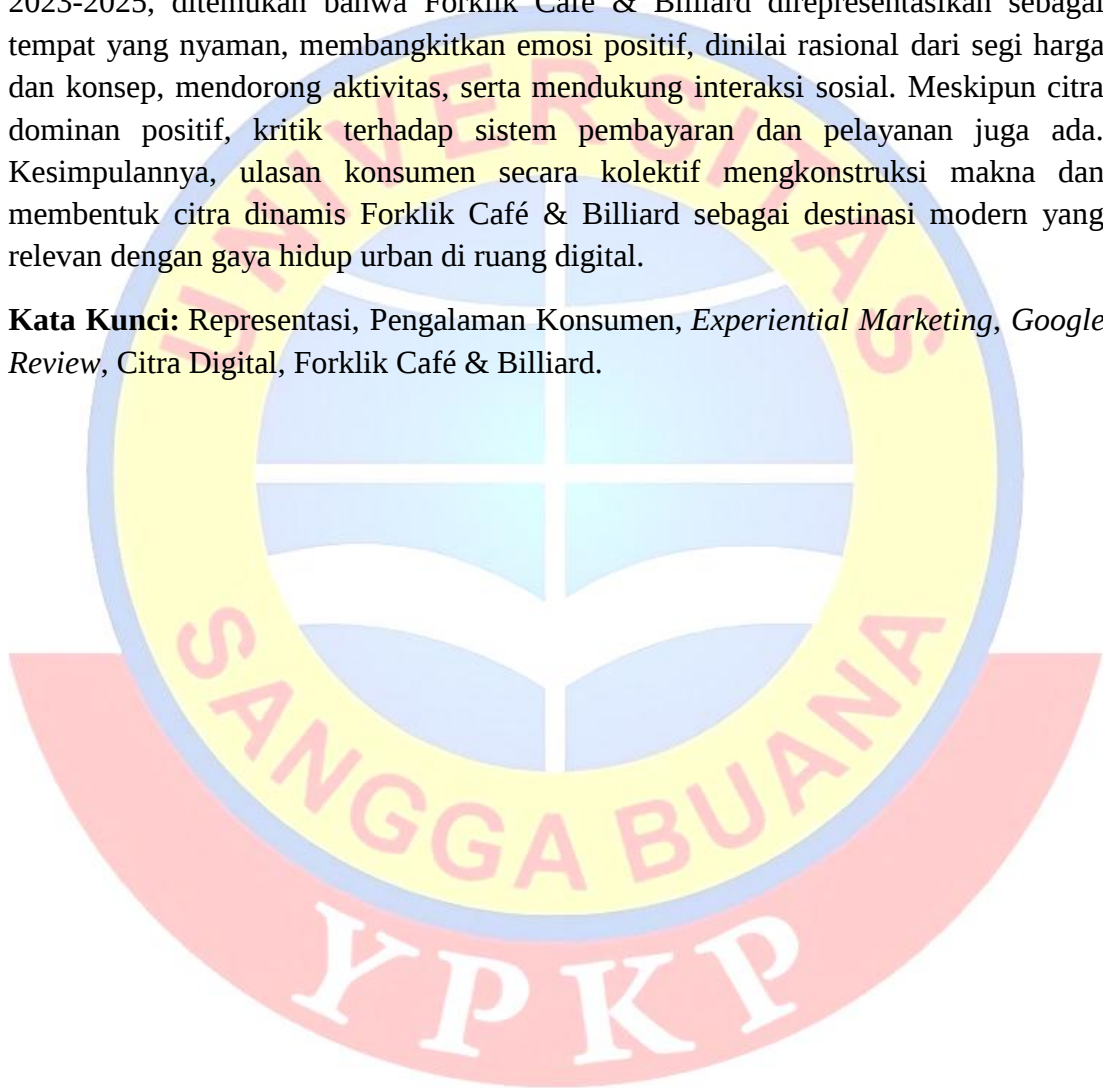


ABSTRAK

Penelitian ini menganalisis representasi pengalaman konsumen Forklik Café & Billiard melalui ulasan *Google Review*, menggunakan teori Stuart Hall dan lima dimensi *experiential marketing* (*Sense, Feel, Think, Act, Relate*). Penelitian ini bertujuan untuk mendeskripsikan karakteristik representasi, bagaimana setiap dimensi termanifestasi, dan bagaimana makna pengalaman membentuk citra digital. Dengan metode analisis isi kualitatif terhadap 20 ulasan *Google Review* dalam rentang tahun 2023-2025, ditemukan bahwa Forklik Café & Billiard direpresentasikan sebagai tempat yang nyaman, membangkitkan emosi positif, dinilai rasional dari segi harga dan konsep, mendorong aktivitas, serta mendukung interaksi sosial. Meskipun citra dominan positif, kritik terhadap sistem pembayaran dan pelayanan juga ada. Kesimpulannya, ulasan konsumen secara kolektif mengkonstruksi makna dan membentuk citra dinamis Forklik Café & Billiard sebagai destinasi modern yang relevan dengan gaya hidup urban di ruang digital.

Kata Kunci: Representasi, Pengalaman Konsumen, *Experiential Marketing*, *Google Review*, Citra Digital, Forklik Café & Billiard.



ABSTRACT

This research analyzes the representation of Forklik Café & Billiard's consumer experience through Google reviews, using Stuart Hall's theory and the five dimensions of experiential marketing (Sense, Feel, Think, Act, Relate). This study aims to describe the characteristics of the representation, how each dimension is manifested, and how the meaning of the experience shapes the digital image. Using a qualitative content analysis method of 20 Google Reviews in the span of 2023-2025, it was found that Forklik Café & Billiard is represented as a place that is comfortable, evokes positive emotions, is considered rational in terms of price and concept, encourages activity, and supports social interaction. Although the dominant image was positive, criticisms of the payment system and service were also present. In conclusion, consumer reviews collectively construct meaning and shape the dynamic image of Forklik Café & Billiard as a modern destination relevant to urban lifestyles in the digital space.

Keywords: Representation, Consumer Experience, Experiential Marketing, Google Review, Digital Image, Forklik Café & Billiard.

