

Abstract

Today promotional activity through Buzz Marketing has increasingly used by Indonesian internet users. Buzz Marketing strategy is a marketing technique to convey information to the ones who will also share it to the others in the chain, or as a way to make the word of mouth marketing work. This study has been using methodology core that focused on qualitative approach and also supported by positivism paradigm that presented in descriptive way. The purpose of this study is to determine the description of Nasi Goreng Mafia promotional activity that has been using Buzz Marketing strategy via twitter. The data in this study are obtained from interviews, literatures, audio and visual documentations, and observations. The sources in this this study are divided in two; a person as a main source and the other two as supporting sources. The discussion of this study focused on the issues that have been formulated and identified through 5 research indicators in order to create Buzz Marketing, which are; media, differentiation, informations dissemination, result and maintenance. Through the technique that has been determined, the researcher presents the interview excerpts representatively in accordance with the needs of the issues. After doing an in-depth researching, the researcher understands that Nasi Goreng Mafia is using twitter as a promotional tool, including “tweet” and “re-tweet” activities inside of it. The differentiation of Nasi Goreng Mafia’s products is based on its spicy level. Although the @NasGorMafia account doesn’t have any specific time to post the informations on twitter, in fact the result of this strategy is pretty effective. Nasi Goreng Mafia does evaluation monthly and it takes agency to manage this buzzing activity.

Keywords : Buzz Marketing, Media, Differentiation, Informatics Dissemination, Result, Maintenance.