

ABSTRACT

A product needs word of mouth marketing strategy as marketing activity in order to be talk by people. Matoa Indonesia is one of company that use word of mouth marketing as its marketing activity. Products are offered in the form of wooden watches that processed by waste furniture. This research uses qualitative methodology with qualitative descriptive approach. The purpose of this re search is to describe and analyze word of mouth marketing strategy of Matoa Indonesia. Objects of this research are media social, buzzer and Putri Anindya as Brand Ambassador of Matoa Indonesia. As for discussion of this research are about word of mouth elements and word of mouth techniques. Results found that Putri Anindya, buzzer and also customers have a role as talkers. They bring topics none other than urban, simplicity, and nature elements or adjusted for specific events. Social Media, journals, and website are tools used by Matoa for spread the topics. For interactions with customers taking parts, Matoa provides 24 hours service and respond questions from social media. Social media being used which are instagram, twitter, facebook and supported media like LINE and whatsapp. For tracking, Matoa uses Google Analytic, Alexa Rank and also reach on facebook to observe traffic and customer impression.

Keywords : strategy, word of mouth marketing, Matoa Indonesia