

## **ABSTRACT**

*Technological developments in the world gives quite a lot of changes in life. Technological developments have also bring new promotional strategy one of them is buzz marketing. To succeed Buzz marketing requires a person with the high popularity to spread gossip about the product or so-called buzz agent. Buzz agent is now easy enough to find in cyberspace, generally work as an artist with twitter followers in the hundreds and even millions.*

*Currently, the use of buzz marketing is quite popular among Indonesian entrepreneur one can be applied by Warunk Upnormal Bandung. Warunk Upnormal do marketing via twitter account @warunk\_upnormal with agentnya buzz is @infobdg.*

*The research method used by writer is descriptive qualitative method, which is the result of interviews as the data source of research on the author. As well as making observations on the Twitter account of Warunk Upnormal. Research carried out aiming to obtain and determine the application of buzz marketing via twitter by warunk upnormal and find out the results of the application of marketing buzz on Warunk Upnormal.*

*The results obtained from of this research show that buzz marketing strategy used by Warunk Upnormal managed to make rapid progress towards the popularity of the brand. Until within a period of 2 years, Warunk Upnormal managed to open more than 10 new branches in Bandung and surrounding areas.*

*Keywords: buzz marketing, buzz agent, twitter, warunk upnormal*