

Abstract

The success of a film can be seen from the large number of spectators who watched the film. As Ada Apa Dengan Cinta 2 (AADC 2) is a continuation of the Ada Apa Dengan Cinta 1 (AADC 1) broadcast in 2002, managed to reach there million viewers at that time. The appearance of this film became a phenomenon namely Y generation. Thus, there was a cross-generational communication processes are linked to he distance for 14 years, or could be said to occur the conversation based on the experience of Word Of Mouth (WOM) conducted by the audience of two generations.

Key words: Y generation, Word Of Mouth (WOM), Ada Apa Dengan Cinta 2 (AADC 2)