

ABSTRACT

Sawahlunto as known as "Little Holland" in advancing the tourism continues to grow, supported by the town of Sawahlunto tourism potential that has old buildings are very diverse, its realistic to be one of the best old town in Indonesia. The use of Social Media in tourism cannot be denied, even such a large tourism as Dubai features account for instagram branding ,illustrates that the social media effect for tourism branding is so powerful. This encourages by the presence of instagram account @Exploresawahlunto. This study discusses the strategies of Word of Mouth Marketing of Instagram account @Exploresawahlunto. @Exploresawahlunto is the account to introduce the tourist destinations in Sawahlunto. Word of Mouth Marketing is very important to introducing a brand to be discussed positively by the market as the target. The methods which used in this research is qualitative descriptive methods. The study also used by interview the resource , which is account's Admin of Instagram @Exploresawahlunto, Word of Mouth Marketing expert and one of the followers. Elements of Word of Mouth Marketing that is used in this research was the talker, topic, tools, take a part,track and timing. Based on the results of research and discussion, it can be known that word of mouth marketing strategies that used by @exploresawahlunto account as the succeeded person in making interesting account to follow and become Instagram talks by the public and make Sawahlunto better known and gain tourists to visit.

Keywords: Word of Mouth Marketing, Social Media, Instagram