

ABSTRACT

One of the most powerful marketing strategies and surefire is WOM (word of mouth) because of word of mouth from personal experience appears a person itself and considered more telling because word of mouth is the relationship from person to person in a more convincing personal. In word of mouth there are elements that support the strategy of word of mouth itself, the element is 5t's consisting of :talkers, topic, tools, taking part and tracking. So this study wanted to find out "Analysis elements of word of mouth 5T's on Hijabstory in achieving market share of millennial muslim in Bandung. This research uses descriptive qualitative approach with post-positivism and modern paradigm of collecting data by using interview techniques. The result of this study suggest that Hijabstory uses a professional and famous talkers to attract millennial muslim, topic that is currently booming, social media as tools to interact with consumer and track the successful of word of mouth with manual way. And Hijabstory can be concluded quite successfully to achieve a market share of millennial muslims with elements of word of mouth that is applied.

Keyword : word of mouth, element 5T, the millennial muslim, Bandung