

## **ABSTRACT**

*Bandung city has many uniqueness as the most frequent city in Indonesia one of them in the field of fashion and lifestyle. leather shoes is one of the fastest growing fashion products and affect the growth of the fashion industry in Bandung city. It is also supported by many entrepreneurs in the field of fashion originated and domiciled in the city of Bandung. This study discusses the analysis of 5ts word of mouth marketing Guteninc. Guteninc itself is one of the local handmade business entrepreneurs founded by the youth of Makasar domiciled in the city of Bandung working in the field of leather shoes. Guten.inc is one of the pioneers of local shoe brand that uses and introduces unique leather material with Crazyhorse leather, which is a combination of horse leather from german and bandung, and successfully crowned as Local Brand Fashion which become market leader local brand especially in shoe field Indonesia in 2012. Word of mouth marketing is used by Guteninc to be talked about in a positive way by the public who became the target market Guteninc. This study used descriptive qualitative method. With interviews in-depth interview with marketing director and creative team Guteninc as the main speakers, expert marketing and consumer communication expert Guteninc as a source of supporters. Word of mouth marketing Guteninc Bandung will be described by researchers through elements of word of mouth Talkers, Topic, Tools, Tacking parts and Tracking. based on the results of research and discussion it can be concluded that Guteninc uses buzzer as talkers, on topics using honest review of buzzer, on tools using instagram and youtube, and tracking measure of success measure based on followers level, consumer interaction in social media, and crowded on store*

**Keyword :** *Word of mouth marketing, social media, Instagram, Youtube*