

ABSTRACT

#Gerakan1000Tumbler is one of Bandung Clean Action programs to invite people in Bandung to change their habits of consuming plastic drinking bottle to bring drinking bottle or tumbler from home, thus number of waste from plastic drinking bottle can be reduced. The post about #Gerakan1000Tumbler in social media like Instagram is believed to spread out the information of what Bandung Clean Action wants to convey to the wider community as for, it raises the effect of the electronic word of mouth.

The purpose of this research is to know, to understand, and to describe the electronic word of mouth about #Gerakan1000Tumbler program by Bandung Clean Action. The methods used in this research is qualitative descriptive, by conducting in-depth interviews to the main informant of Bandung Clean Action programs, man experts in electronic word of mouth and informant volunteer supporter of #Gerakan1000Tumbler.

Based on the results of this research, it can be seen that the quality of #Gerakan1000Tumbler by Bandung Clean Action in electronic word of mouth is doing well and educative on content, but can not be optimally organized. While, in quantity of #Gerakan1000Tumbler in electronic word of mouth, it does not have schedule on posting frequency and less in media schemes monitoring, as well as the admin of the electronic word of mouth #Gerakan1000Tumbler needs pay attention to design in posting and responsibility with the message against Instagram for Bandung Clean Action.

Keywords: *#Gerakan1000Tumbler, Bandung Clean Action, Instagram, Electronic Word of Mouth*