

ABSTRACT

Bandung is a famous city for the apparel industry with unique models and very up to date to today's trend. Currently the development of fashion industry in Bandung is growing so rapidly, with the rapid development of clothing industry, it must be done through social media marketing and not to lose in the competition proved by the number of factory outlets and distros in Bandung. The era of globalization makes the business world has entered a very tight business competition. Competition is emerging in line with technological developments that increase sophisticated, pushing the various changes in the system world, either directly or indirectly. In the business world system changes such as systems in trading, marketing, how to transact, and information delivery will change. Sophisticated technology with Internet network facilitates direct interaction between consumers and business people. Anything can be done either just looking for information or running a business. The application of Electronic Word of Mouth is correct and supported by good system, can overcome the current marketing problems. So many companies that implement marketing strategy through Electronic Word of Mouth one of them is Tio Kingdom Sablon. The company is using Instagram social media to do promotions using its @Tiokingdom_Sablon account. Electronic Word of Mouth can be done positively if the content in Tio Kingdom Sablon account is unique and interesting, to see this phenomenon Tio Kingdom Sablon as one of the business engaged in the field of screen printing clothing (fashion), want to encourage consumers to make purchase decisions in Tio Kingdom Sablon by introducing itself in a more interactive communication process to the consumer through social media. Tio Kingdom Sablon wants to introduce the existence of its business to the wider or prospective consumer widely and how to make marketing strategy with promotion through social media can be accepted and make a purchase decision which will eventually be disseminated through E-WOM (Electronic Word of Mouth).

Keywords: Electronic Word of Mouth, Purchase Decision

