

ABSTRACT

This research was conducted to find out the electronic word of mouth strategy in media social Instagram account of Seblak Baper Instan. The purpose of this research is to know the strategy of Seblak Baper Instan in spreading electronic word of mouth to achieve the goal as a no. 1 instant seblak in Indonesia. This research uses qualitative research method with constructivist approach. The object in this research is electronic word of mouth strategy. The main focus on this research is discusses about the steps chosen by Seblak Baper Instant in spreading electronic word of mouth on Instagram account seen from the planning, implementation and evaluation phases. The result of this research are, in the planning stage, Seblak Baper Instan chooses Instagram as a container for electronic word of mouth distribution through the features in Instagram, giveaway program, consumer testimoni and also cooperate with endorser to help do electronic word of mouth activity. At the Implementation stage Seblak Baper Instan focuses on Instagram feeds and Instastory with content about product information, consumer testimonials and photo or video from the endorser. Seblak Baper Instan also make hashtag #seblakbaperinstan to facilitate consumers and prospective consumers for searching the information about Seblak Baper Instan in Instagram. At the evaluation stage, the largest electronic word of mouth comes from consumer testimonials and endorsers that produce significant followers and publicity.

Keywords: Strategy, Electronic Word of Mouth, Instagram