

## **ABSTRACT**

*Electronic word of mouth became one of the media promotion often used by Morning Glory Cafe as well as companies to promote their business. In the era of globalization as it is now, media promotion is very easily found due to increasing internet users each year. So companies using this promotional media to attract consumers do purchase decisions. This research was conducted aiming to find out how the implementation of the electronic word of mouth carried out by Morning Glory Cafe in 2018. To find out how the implementation of the electronic word of mouth through social media Instagram at the Morning Glory Cafe from the management of the company. How the effectiveness of promotion using social media on Instagram based on presepsi consumers. This type of research is a descriptive approach.*

*The result of the research was that Morning Glory Cafe made Instagram one of the promotional media. This results in several prospective consumers knowing and interested in visiting Morning Glory.*

*Keyword: Marketing Management, Promotion Mix, Word of Mouth, Electronic Word of Mouth.*