

VIRAL MARKETING COMPONENTS ANALYSIS ON FARMHOUSE SUSU LEMBANG THROUGH SOCIAL MEDIA INSTAGRAM

ABSTRACT

Bandung is being chosen as one of favorite tourist destination in Indonesia. Every year, Bandung is always comes up with something new, especially something new about their tourism spot, and one of the example is Farmhouse Susu Lembang. The reasons why people choose Farmhouse Susu Lembang as their most visited place, is because Farmhouse Susu Lembang gives a different and unique concept among other tourism spot in Bandung, so many people who is already visited Farmhouse Susu lembang choose to uploaded the pictures they are taken to their social media account, especially Instagram. The development of Internet and Media social nowadays, helps Farmhouse Susu Lembnag becomes Viral. The use of a hashtag, helps Farmhouse Susu Lembang being talked by people indirectly. This research used qualitative method with descriptive qualitative study approach and interview techniques. Results from this research suggested that components such as consumer was really important to the whole process of viral marketing itself. Meanwhile in buzz, the reason why Farmhouse becomes viral and make people talked about it here and there is mostly because they have what people called, uniqueness in their product, and make people continue to talked about it even in social media with some kind of interesting point. condition that support, such as pressure and prestige is what makes people tends to following the trend that happened lately.

Keyword: Farmhouse Susu Lembang, Viral Marketing, Instagram, Component, Consumer, Buzz