

ABSTRACT

This research was conducted to find out the word of mouth strategy of FYC Footwear. The purpose of this research is to know the strategy of FYC Footwear in spreading tools from word of mouth is the endorser in make shoe “Sultan TJ” for the purpose of expanding the target market to BMX communities. This research uses qualitative research method with constructivist approach. The object in this research is word of mouth strategy. The main focus on this research is discusses about the steps chosen by FYC Footwear in spreading word of mouth seen from the planning, implementation and evaluation stage. The results of this research from the planning stage is FYC Footwear choose social media Instagram and Youtube as a container spread word of mouth and planning the criteria of endorser that is Stay Young, Good, Clean and Fun. At the implementation stage, FYC Footwear focuses on Instagram that is more visual, such as teaser photos and sales ads while in Youtube more to tell stories and FYC Footwear choose Ardika Winata and Syarif Rahmad Alkadrie as endorser. At the evaluation stage, FYC Footwear has not yet made any changes to the tools used. By endorsing Ardika Winata and Syarif Rahmad Alkadrie as tools in word of mouth strategy they do very satisfactory and that produce significant followers and publicity.

Keyword: Strategy, Word of Mouth, Endorser, Instagram and Youtube