

ABSTRACT

This study was conducted to determine the effect of the Electronic Word of Mouth audience responses on Dilan 1990 movie. Dilan 1990 movie is an Indonesian romance movie adapted from a novel entitled "Dilan: He is My Dilan in 1990" by Pidi Baiq published in 2014. The purpose of this research is to find out and analyze the influence of Electronic Word Of Mouth Meme of Dilan 1990 movie toward Audience Response and how much it affected partially. The method that used in this study is quantitative with the type of descriptive and causal research. Sampling is done by non-probability sampling method type of purposive sampling, with 400 respondents. The data analysis technique used is descriptive analysis and simple linear regression analysis. The results of the hypothesis test using the t-test showed that the electronic word of mouth meme film Dilan 1990 has influence on the response of the public. This is evidenced by $t_{hitung} (27,656) > t_{table} (1,966)$. Based on the determination coefficient, found that Dilan 1990's electronic word of mouth meme has influence of 65.88% on the response of the public.

Keywords: Electronic Word Of Mouth, Meme Dilan 1990 Movie, Audience Response