

ABSTRACT

E-commerce is a developing industry in Indonesia. This makes it easy for humans to shop because it can save energy and time. Many startup companies are trying to get into this industry sector. One of the well-known e-commerce companies in Indonesia is Bukalapak. Bukalapak is known as a company that often carries unique marketing concepts. Recently Bukalapak carried out marketing activities through a strategy of word of mouth, by delivering advertisements on social experiments warning the Youth Oath Day on October 29, 2018 through billboard media. This then became viral and was discussed by many people. The research method used in this study is a quantitative method with a type of causal and descriptive causal research. The population in this study is the people in Indonesia who know about the social experiments conducted by Bukalapak with a total sample of 100 respondents. Sampling is done by non probability sampling method with the type of accidental sampling. The data analysis technique uses multiple linear analysis. Based on the results of the study, the word of mouth variable produced an overall percentage value of 76.43% with high criteria. If sorted from each indicator, the highest value lies in the taking part indicator which is in a very good category with a percentage value of 86%, then the talkers indicator which is in a very good category with a percentage value of 81.55%, tracking indicators which are in good category with the percentage value is 81%, the tool indicators are in a good category with a percentage value of 80.62%, and taking part indicators that are in a good category with a percentage value of 78.5%. For advertising message variables, resulting in the overall percentage value of 82.28% with a very good category. If sorted from each indicator, the highest value lies in the message content indicator which is in a very good category with a percentage value of 84.33%, then the message source indicator is in a very good category with a percentage value of 82.25%, and message structure indicators that are in good category with a percentage value of 80.25%. Partial calculation using the t test, from the eight indicators in this study, namely 5 indicators on word of mouth variables and 3 indicators on advertising message variables, there is one variable that significantly influences the brand image variable. The indicator lies in the word of mouth variable, namely taking part.

Keyword: Word of Mouth, Advertising Message, Brand Image, Bukalapak