

ABSTRACT

Indonesian Ministry of Education and Culture conducted research on high school students regarding intolerance in 2016 that showed that 8.2% of students who were respondents rejected the student council president from different religions, 23% of respondents felt more comfortable being led by someone who is of one religion. This shows that the case of intolerance among students in Indonesia is still quite large. The issues encourage Ruangguru in collaboration with Peace Generation, Sabang Merauke and Persada Capital Invesatama to make Beda Itu Keren campaign. The campaign aims to spread the values of diversity and peace through audio visual media in the form of visual journey, which can be accessed on the Ruangguru application. In the implementation, Beda Itu Keren content has a small number of viewers compared to other content. This is the background for Ruangguru to make Beda Itu Keren challenge. This research discuss about strategy in creating electronic word of mouth Beda Itu Keren Challenge by Ruangguru. The research method used is a qualitative descriptive to describe strategy in creating electronic word of mouth Beda Itu Keren Challenge by Ruangguru. Based on the results it can be seen that at the planning stage, Ruangguru established Instagram as a platform to implement the challenge. In addition, Ruangguru developed several plans, that are determining the terms and conditions of Beda Itu Keren challenge, designing Beda Itu Keren content to give people something to talk, using Instastory and feed features to encourage communication, promote the challenge on Ruangguru own channel and social media partners, and use photos of brand ambassadors. During the implementation, Ruangguru focuses on the Instagram platform with a feed and Instastory feature to update content once a week. In the evaluation, it was found that the program succeeded in creating electronic word of mouth with a total of 360 submissions.

Keywords : *strategy, electronic word of mouth, Ruangguru*