

ABSTRACT

The presence of Cable TV is increasingly in demand by the public because it provides a faster. In addition, Cable TV can also present various national and international channels that contain various kinds of information throughout the world. The purpose of this research is to find out how the 5T Word of Mouth Indihome Analysis. The focus of this research is Indihome PT Telkom Lembong, Bandung. This research was conducted to find out the 5T word of mouth conducted by Indihome Bandung, including talkers, topics, tools, taking parts and tracking. Consumer awareness of a company that provides communication and data services is very important for the company, by knowing the level of awareness the company can also find out whether the brand of a company providing communication and data services has been known by the wider community or only limited to certain people. One of the marketing communication is word of mouth. Word of mouth communication activities occur because of the closeness of the relationship between the communicator and the communicant, that personal closeness is what drives the communicant's confidence with what is said by the communicator. Word of mouth communication is communication that is often used today. In addition, word of mouth communication does not need to be costly because only through satisfied consumers about a product, references about the product or service will be more easily spread to other consumers and this is an advantage for the company. This research uses qualitative research methods through interviews and observations. The results showed that word of mouth communication conducted by Indihome Bandung was still not effective.

Keyword: *Analysis, TV Cable, Word of Mouth*