

ABSTRACT

The culinary industry that includes food and beverages continues to grow to this day. In addition, it is a daily necessity and consumption products, along with the development of culinary age becomes part of the lifestyle by the community. The market potential of the culinary industry is supported by information technology that continues to grow. rise of social media is evidence of the development of information technology. someone can share experiences of product usage, conduct reviews and interact with other customers through social media. This form of communication is known as electronic word of mouth. Electronic word of mouth is the right choice to do promotion in a company. One culinary business that uses electronic word of mouth as a promotional media is Bittersweet by Najla. This study aims to measure how much influence electronic word of mouth has on Bittersweet by Najla's product purchase intention on Instagram. This research is quantitative research with descriptive analysis was conducted to 100 respondents who are followers of Instagram Bittersweet by Najla using non-probability sampling techniques through purposive sampling and conducted data analysis using simple linear analysis. Based on the results of data processing, Electronic Word of Mouth on Instagram Followers Bittersweet by Najla has a percentage of 85.44% included in the category Excellent. Buy Interest in Instagram Followers Bittersweet by Najla has a percentage value of 80.68% included in the good category. The result of this study is that Electronic Word of Mouth has a significant influence on Purchase Intention by 31.2% while the remaining 68.8% is influenced by other factors not studied in this study.

Keywords : Electronic Word of Mouth, Purchase Intention, Promotion, Social Media, Culinary Business