

ABSTRACT

Word of Mouth strategy is a form of communication carried out by consumers to other consumers about a brand and becomes one of the strategies to build a brand. This strategy can be realized in various ways, one of which is E-WOM marketing on social media. E-WOM is one type of marketing word of mouth where the results of customer reviews or recommendations on the internet are used as a focus to build the WOM strategy. The success of an E-WOM will have a good impact on a brand's word of mouth strategy. As done by Redzone Company by creating educational content about motorcycle spare parts on Youtube and Instagram. The abundance of educational-themed content is an interesting challenge for the success of WOM Redzone Company's strategy. This research aims to find out the word of mouth strategy at Redzone Company. This study uses descriptive qualitative methods with constructivism paradigms and data collection using interview technique. The results of this study showed that Redzone uses motor communities that are their partners as Talkers. Topics compiled are educational content about Redzone and Spare parts. Tools that are widely used are Instagram Post, Instagram Story, and Youtube features. Taking Part applied through content on social media is the use of certain hashtags and invites the audience to engage directly in educational activities carried out by Redzone Company. In the tracking stage, which is tracking in a manual way, see the feedback obtained on the content created by Redzone Company. In the end Redzone was quite successful in increasing brand awareness with word of mouth elements applied.

Keywords: techniques Word of Mouth Strategy, Sosial Media as a Word of Mouth Tools, Redzone Company, 5T's Element.