

ABSTRACT

The phenomenon of online gambling among women has seen a significant increase. Women receive information about online gambling from various environments and activities around them, including through advertising promotions and word-of-mouth interactions. The formation of women's interest in online gambling is influenced by various internal and external factors, where these women evaluate the outcomes of their understanding of online gambling. The purpose of this study is to analyse the role of advertising promotions and word of mouth in shaping women's interest and to explore the factors that drive women to eventually decide to engage in online gambling. The research problem identified in this study is: How do advertising promotions and word-of-mouth interactions contribute to building women's interest in online gambling in the city of Surabaya? This study is qualitative descriptive research using a case study method, with data collection through interviews and documentation. In this research, the informants were selected through purposive sampling with criteria of being women aged 18-24 years who have been engaged in online gambling for approximately the last three months. The results of the study show that advertising promotions and word of mouth have a strong influence on women players in forming their interest in online gambling. Advertising promotions offering large prizes, ease of access, and overcoming the fear of missing out (FOMO) are the main triggers. Additionally, social interactions within women's communities, in the form of testimonials and recommendations from friends, also greatly contribute to the decision to engage in gambling.

Keywords: Online Gambling, Word of Mouth, Advertising, Interest.