

## **ABSTRACT**

*Prepp Studio is a brand men's fashion in Indonesia. To increase sales, Prepp Studio created a campaign and collaborated with one of the well-known influencers in Indonesia, namely Arief Muhammad. Prepp Studio and Arief Muhammad's campaign used Instagram social media and spread to online news media. The campaign carried out by Prepp Studio and Arief Muhammad created organic word of mouth in the media and in society. In carrying out this campaign, there are word of mouth elements that can be used. These elements are the 5T's which consist of: Talkers, Topic, Tools, Taking Part, and Tracking. Researchers want to explain "Electronic Word of Mouth Organic Analysis" in the Prepp Studio and Arief Muhammad campaign. This research uses descriptive qualitative methods with a post-positivism paradigm and data collection using interview techniques. The results of this research show that the Pikiran Rakyat Media Network are Talkers because they also transmit word of mouth. The main topic used is politics. The tools used are social media Instagram and online news. Taking Part is implemented through the use of Instagram Stories and feeds to invite the audience to be directly involved in communicating. Tracking that can be done is by using online tools to track engagement rates and encourage feedback, namely by providing feedback so that the audience becomes more interested in getting involved. It can be concluded that Prepp Studio and Arief Muhammad have succeeded in forming word of mouth in society based on analysis of the word of mouth elements used.*

**Keywords:** *Word of Mouth, Arief Muhammad, 5T's Element*