

ABSTRAK

Saat ini bisnis *coffee Shop* merupakan bisnis yang cukup berkembang karena menawarkan konsep yang menarik diberbagai daerah, oleh karena itu dalam menghadapi situasi persaingan yang semakin ketat dan kondisi sosial yang terus berubah diperlukan komunikasi pemasaran yang efektif. Komunikasi pemasaran yang digunakan oleh Kedai Kopi Tapal Kuda menggunakan *electronic word of mouth*, pelaksanaannya memanfaatkan media sosial. Penelitian ini bertujuan untuk mengetahui implementasi dimensi *electronic word of mouth*, juga untuk mengetahui alasan melaksanakan komunikasi pemasaran *electronic word of mouth* di media sosial. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data secara primer, dengan wawancara dan observasi, dan secara sekunder berupa buku, penelitian terdahulu, rujukan elektronik, dan dokumen. Teknik penentuan informan menggunakan *purposive sampling*. Teknik analisis data menggunakan data reduksi, penyajian data, dan penarikan. Hasil penelitian ini, implementasi dimensi *electronic word of mouth* pada komunikasi pemasaran di media sosial *coffee shop* melalui tiga dimensi, pada dimensi *intensity* yaitu, kemudahan akses informasi, interaksi dan banyaknya ulasan konsumen di media sosial. Dimensi *valence of opinion* yaitu, pendapat konsumen terhadap produk dan jasa di media sosial. Dimensi *content* yaitu informasi apa saja yang disediakan. Adapun alasan kedai kopi tapal kuda melaksanakan komunikasi pemasaran *electronic word of mouth* di media sosial sebagai upaya untuk meningkatkan jumlah konsumen, mengurangi biaya yang dikeluarkan.

Kata Kunci: Kedai Kopi Tapal Kuda, Komunikasi pemasaran, *electronic word of mouth*, Media sosial.

ABSTRACT

Currently the coffee shop business is a growing business because it offers an interesting concept in various regions. In facing the increasingly fierce competition and changing social conditions, coffee shop businesses need to implement good and effective marketing communication strategies. Kedai Kopi Tapal Kuda, which is the object of this research, uses electronic word of mouth as a marketing communication strategy whose implementation utilizes social media. This research aims to determine the implementation of electronic word of mouth dimensions and to determine the reasons for implementing electronic word of mouth marketing communications on social media. This research uses a qualitative method with a descriptive approach. The primary data collection techniques are through interviews and observations, and secondary through books, previous research, electronic references, and documents. The technique for determining informants uses purposive sampling. Data analysis techniques use data reduction, data display, and conclusion drawing. The results of this research show the implementation of the electronic word of mouth dimension in marketing communications on coffee shop social media through three dimensions. In the intensity dimension, namely in the form of easy access to information, interaction, and the number of consumer reviews on social media. In the valence of opinion dimension, namely in the form of consumers' opinions about products and services on social media. Meanwhile, in the content dimension, namely in the form of any information provided on social media. The reason why Kedai Kopi Tapal Kuda implements electronic word of mouth marketing communications on social media is as an effort to increase the number of consumers without having to increase the costs incurred.

Keywords: kedai kopi tapal kuda, marketing communications, electronic word of mouth, social media.