ABSTRACT

ELECTRONIC WORD OF MOUTH BASED PROMOTIONAL VIDEO THROUGH INSTAGRAM FOR *MIE AYAM PERINTIS* RESTAURANT

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The era of the industrial revolution 4.0 has significantly altered society's behaviours in acquiring information through the internet, owing to the increasing sophistication of technology, making information more readily accessible. Consequently, the number of internet users has consistently grown yearly, leading to a shift from conventional marketing techniques to online platforms. Electronic Word of Mouth (E-WOM) marketing proves highly effective in product promotion, as it disseminates credible information directly from user experiences conveyed through online videos on social media.

E-WOM marketing is particularly well-suited for Mie Ayam Perintis Restaurant branch Mannuruki products to introduce them to the public, as their exposure through video formats has not been fully optimized. This research aims to explore E-WOM-based promotional videos on Instagram for *Mie Ayam Perintis*. The analytical method employed a qualitative and descriptive approach, gathering data through interviews, questionnaire distribution, observations, and document analysis.

The research results in informative media creation, such as a promotional video encompassing the dimensions of E-WOM, including Intensity, Valence of Opinion, and Content. The conclusion drawn from producing the video as a promotional strategy for *Mie Ayam Perintis* Restaurant branch Mannuruki highlights its inherent E-WOM elements, providing credible information obtained through direct consumer reviews. A recommendation for Mie Ayam Perintis Cabang Mannuruki is to maintain consistency in creating a schedule for uploading promotional videos containing product information, aiming to garner broader public awareness.

Keywords: Electronic Word of Mouth, Intensity, Valence of Opinion, Content, Promotional Video

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