

## Penggunaan storytelling dalam proses terjadinya word of mouth pada kampanye produk Indomie versi ?Cerita Indomie? = The Usage of storytelling in the process of occurrence of word of mouth in Indomie product campaign version ?Indomie Story?

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### Abstrak

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Dalam praktik pemasaran di Indonesia, fenomena terjadinya word of mouth dan penggunaan storytelling ditemukan terjadi pada kampanye produk mie instan Indomie versi ?Cerita Indomie?. Dalam penelitian ini, peneliti ingin menggali apakah storytelling mendorong proses terjadinya word of mouth dalam kampanye komunikasi pemasaran terpadu ?Cerita Indomie?. Pendekatan penelitian yang digunakan adalah pendekatan kualitatif. Hasil penelitian yakni penggunaan storytelling dalam kampanye ?Cerita Indomie? mendorong proses terjadinya word of mouth yakni kampanye ini mengikat merek dengan nilai dan emosi pada khalayak. Khalayak merasa bahwa cerita Indomie merupakan cerita yang relevan dan dekat bagi mereka, turut membagikan cerita personalnya sehingga cerita Indomie berkembang menjadi word of mouth.

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**Abstract**

In Indonesia?s marketing practice, the occurrence of word of mouth phenomenon and the use of storytelling are founded in ?Indomie Story? version, which campaign the Indomie noodle products in 2011. Researcher wants to discover whether storytelling drives the process of occurrence of word of mouth in ?Indomie Story? campaign. In this research, researcher uses qualitative approach. Researcher found that the usage of storytelling in ?Indomie Story? campaign drives the process of occurrence of word of mouth because the campaign binds the brand and audience with value and emotion. Audience feels that Indomie story is relevant and close to them, so they share their personal story and ?Indomie Story? becomes word of mouth.