

# Penerapan konsep Word of Mouth pada pembentukan kepercayaan terhadap Online Shop pada Instagram = The application of Word of Mouth concept on the establishment of trust in the Online Shop on Instagram / Wilson Septrudy Purba

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Abstrak

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Perkembangan teknologi menghadirkan inovasi berupa sosial media. Sosial media Instagram menjadi wadah bisnis online berupa online shop. Transaksi yang terjadi di dunia maya menimbulkan keraguan pada konsumen. Kebutuhan akan fashion membuat masyarakat mencari produk fashion terbaik melalui online shop. Produsen membutuhkan kepercayaan dari konsumen untuk melakukan transaksi melalui internet. Namun, karena adanya advokasi dari konsumen lain, kepercayaan itu mulai terbangun. Word of mouth menjadi senjata andalan pemilik toko online. Word of mouth memberikan dampak yang besar bagi konsumen sehingga konsumen dapat mengambil keputusan.

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**ABSTRACT**  
The development of technology brings innovation in the form of social media. Instagram social media has been an online business forum in the form of an online shop. The need of fashion makes society look for the best fashion products through online shop. Transactions that occur in cyberspace cast doubt on the consumer. Manufacturers need the confidence of consumers to conduct transactions over the Internet. However, because of the advocacy of other consumers, confidence began to be awake. Word of mouth is the weapon of the owner of an online store. Word of mouth will give great impact for consumers so that consumers can make decisions.