

ABSTRACT

Word of mouth communication activities in a company can be used as an alternative to the promotion mix resulting in more effective communication and selling. Tinker Games is one of the companies who rely on word of mouth strategy through game INheritance : Boundary of Existence to promote Sundanese culture. INheritance itself basically designed by Tinker Games as the first work of a major project which will consist of a lot of creative works in various media. This study uses descriptive qualitative approach, supported by constructivism. This study is intended to explain the strategy of word of mouth carried by Tinker Games to promote Sundanese culture through a game. The data obtained in this study is derived from interviews, literature, audio and visual documentation and observation. Informants in this study is divided into two, such as the key informants consisting of one person and the informant support consisted of two people. The Discussion of this research focused on the problem that has been identified through the analysis of three indicators, such as phases five basic elements of word of mouth, word of mouth nature and the difference in function of word of mouth. These results showed that related to five elements of WOM game players and employees of Tinker Games are as talkers, culture as the topics, social media as tools, respond to any discussion forums about INheritance: BoE as Taking Part element, and the use of google analytics as a tracking method. Tinker Games dividing the nature into positive and negative WOM as well as the different functions into expert to expert, expert-to-peer, and peer to peer.

Keywords: Strategy, Word of Mouth, Culture, Games, Tinker Games