

ABSTRACT

EWOM is one of the media promotion to use often by humblezing as well as company for promote their business. In this era globalization like now, media promotion is very easy to found because the increasing of internet user every year. so companies use this media promotion for attract consumers for buying decision.

This research aims for know how the application of EWOM that humblezing use in 2017. For know how the application of EWOM with social media Instagram on humblezing from the management of the company. How the effectiveness of promotion by using social media Instagram based on perception consumers. This research using the qualitative approach.

Based on research conducted on Humblezing, the sub variable tools obtained percentage of 73.41%. The percentage is quite high and in a good category, it shows that the Electronic Word Of Mouth Humblezing in Instagram already considered good by the respondents who became followers of the account @humblezing. Based on the research it can be seen that among the 6 statements about social media Instagram, items 3 and 6 have the highest score which is about the conversation among friends about Humblezing products that cause consumers are interested in repurchase, and consumers make purchases against the number of posts and like to the goods that will be purchased.

Keywords: electronic word of mouth, Instagram.