

Abstract

Opening a new leisure venue definitely needs a marketing communication strategy that can be known by the public so that people have an interest to visit. The same is experienced by leisure venues in Bandung which opened a few months ago, Upside Down World Bandung Museum. Leisure venues that offer a concept photo with the property / objects that are above our heads, so when we take a picture and rotate result 180° looks as though our position is on top while the object is under, whereas in fact our position body is under and the object is on top. This is the uniqueness of the Upside Down World Bandung Museum. This museum also creates a promotional strategy in the form of an event through word of mouth marketing by organizing a media concept Photo Contest on Instagram. Researchers used descriptive qualitative research methods in the study. The purpose of this research is to describe and analyze the strategy of word of mouth Upside Down World Bandung Museum. The object of research in this study is the Photo Contest. The discussion in this research discusses the elements of word of mouth (5T). The results of this research also show that the Strategy Event Photo Contest Upside Down World Bandung Museum In Building Word Of Mouth Marketing are explained below : Target audience for Upside Down World Bandung Museum is role as Talkers. Topics that will be discussed is the Photo Contest. Tools used is Instagram. Taking Parts accomplished through online services interaction on Instagram, there will be an admin for answering questions, comments, and suggestions. And Tracking by monitoring, evaluation of Photo Contest, and measure the changes via Instagram by looking at changes statistic of followers, Audience who participate the Photo Contest, And the visitors number of Upside Down World Bandung Museum.

Keywords : Strategy, Word Of Mouth, Event, Museum Upside Down World Bandung, Element WoM (5T)