

## ABSTRACT

The role of online media can not be denied also managed to influence the development of Indonesian tourism. The presence of social media that help spread information about tourism. One form of social media used to disseminate tourism information netizen is Instagram. Instagram is a social network that has many features that can provide a lot of experience and can share information. Instagram account @amazingtasikmalaya an Instagram social media account which aims to introduce Tasikmalaya as one of tourist destination that emphasizes the natural beauty.

The aim of this research is to know, understand, and be able to describe the strategy of electronic word of mouth marketing @amazingtasikmalaya Instagram account. The method used in this research is qualitative descriptive by conducting depth interviews with key informants @amazingtasikmalaya account owner, an expert in the field of electronic word of mouth, and followers @amazingtasikmalaya Instagram account.

Based on the results it can be seen that the strategy of electronic word of mouth @amazingtasikmalaya been through the stages of planning, implementation phases which are activities buzz, viral and online communities, and the evaluation phase are already well @amazingtasikmalaya intensity, valence opinions leads to more positive, then @amazingtasikmalaya varied content and provide clear information..

**Keywords: Instagram, Social Media, Communications Strategy, Marketing Strategy, Electronic Word of Mouth Word of Mouth**