

ABSTRACT

The increasing amount of restaurants each year starts from 2014 - 2021, there's a rise of 19.86% in 2021 rather than the last year (Open Data Jabar, 2022). One of the areas in West Java with a huge interest in restaurants is Bandung. Joongla became one of the Pop-Up Dining Experiences in Bandung which only uses word-of-mouth marketing communications. This research causes to be present 5T's elements word of mouth concept (Sernovitz, 2012). Employ the qualitative case study research methods by conducting interviews with 2 key informants, 3 supporting informants, and 1 expert informant. Moreover using the interpretive paradigm and data analysis techniques of the Miles and Huberman model. This research intends to get to know what kind of marketing communication activities are carried out by Joongla through word of mouth. The results of this research are talkers in the form of consumers who care about Indonesian culture and gastronomy and enjoy spreading information about Joongla. Topics delivered by storytelling or by social media. Using social media as a tool by taking a part plays an active role in providing consumer response. Tracking by seeing the performed of the customer's insight, return customer, and evaluation by hashtag. There's a typical that made the findings through the concept of Indonesian gastronomy by utilizing storytelling and multisensory media. Word of mouth activity that Joongla is related to the concepts of eWOM Credibility, eWOM Quality, and eWOM Quantity. Afterward, on the ELM theory, persuasion happens through out 2 routes namely Peripheral Route and Combination Route.

Keywords: Word of Mouth, 5T's Element, Elaboration Likelihood Model. Electronic Word of Mouth, Joongla