

ABSTRACT

Promotional activity this day through social media with buzz marketing technique has increasingly been used, with the use of internet in Indonesia also increase. Buzz marketing strategy is a marketing technique to convey informations to one person who will also share it to the others in the cain so it will become a conversations topic or as a way to make a word of mouth to spread. This study has been using qualitative methodology with post-positivism paradigm that presented in descriptive way. The purpose of this study is to determine the descriptions of Ferma Leather promotional activty that have been using buzz marketing strategy via Instagram. The data in this study are obtained from in-depth interview, literature, documentations, and observations. The source for data in this study are devide in two; a person with key informations and suporting sources. The discusion of this study has been focused in 5 reasearch indicators used in order to create Buzz Marketing, which are: media, differentiotions, information desseminations, result and maintenance. Through data that have been collected, the resercher present the interview excerpts representatively in accordance with the needs of the study. After doing the research that has been done, the researcher understand that Ferma Leather using Instagram as a promotional tolls for its product with post, photo challage, and comments. The differentiotions of Ferma Leather's product is based on the services, quality of the material, a life time waranty for every product. And customizations. @fermaleather account also already have time and a specific format to pass the informations on Instagram, in fact the result og this strategy is pretty effective. Ferma Leather does the evalutiaons weekly and do the manage internaly.

Keyword: buzz marketing, media, differentiation, informatic dessemination, result, maintenance..