

## ABSTRACT

This study was conducted to determine the Analysis of the Implementation of E-WOM Factors on Instagram Social Media in Increasing the Number of Visitors to the 2018 Kickfest Event in the City of Bandung. The purpose of this research is to find out whether the application of E-WOM factors on Instagram social media has a significant effect in increasing the number of visitors to the 2018 Kickfest event in Bandung and to find out whether there is a relationship between the application of the E-WOM factors on Instagram social media in increasing the number of visitors to the 2018 Kickfest event. In the city of Bandung. This research uses quantitative methods with the type of descriptive research. Sampling was done by non-probability sampling method with a total of 100 respondents. The analysis technique used is descriptive analysis and simple linear regression analysis.

Based on the results of hypothesis testing, there is a significant influence of the application of the E-WOM factor on Instagram social media in increasing the number of visitors to the 2018 Kickfest event in Bandung. This is evidenced by  $t_{count} > t_{table}$  ( $6.927 > 1.987$ ) with a significance level of  $0,000 < 0.005$ . Based on the results of partial hypothesis testing (t test), it was found that the application of the E-WOM factor on Instagram social media had an effect in increasing the number of visitors to the 2018 Kickfest event in Bandung.

In this study, researchers found that the application of the E-WOM factor on Social Media Instagram influenced the high or low number of visitors to the 2018 kickfest event in the city of Bandung. Researchers found that the higher the application of the E-WOM factor on Instagram Social Media, the higher the number of visitors to the 2018 kickfest event in the city of Bandung. The results of this study indicate that the application of the E-WOM factor on Instagram Social Media has an effect on increasing the number of visitors to the 2018 kickfest event in the city of Bandung. Also in the current era of connectivity, one-way promotion seems less qualified. Powerful promotion does not come from companies through advertising but through recommendations from consumers. Therefore the viral conversation or known as word of mouth on social media Instagram became an effective marketing campaign media in increasing the number of visitors to the 2018 kickfest event in Bandung. This is because, consumers today trust more recommendations submitted by fellow consumers than direct information from the company. In this study also concluded that in promoting events and providing information about events related to using social media, Instagram is considered more effective and efficient in the delivery. This is because most people currently use Instagram more than watching YouTube. As is the case with the 2018 kickfest event held in the city of Bandung. Event organizers are more active on Instagram in providing information and promoting events that are held compared to YouTube, where the organizers also rarely post anything related to the 2018 kickfest event, especially those held in Bandung.

Keywords: E-WOM, Purchase Interest, Event, Kickfest