

ABSTRACT

MRD Production is a company engaged in the rental of equipment in Indonesia, which is located in the city of Bandung. To get MRD consumers to carry out Word of Mouth activities in marketing communications. In word of mouth, there are elements that support the word of mouth strategy. These elements are 5T's which consists of: Talkers, Topics, Tools, Taking Part and Tracking. Researchers want to explain "The Application of the Word of Mouth Strategy in Getting Consumers. This study uses a descriptive qualitative method with a descriptive paradigm and data collection using interview techniques.

The results of this study indicate that the members of the MRD Production have been selected as Talkers. The main topics that were arranged were the events they were working on. The tools they use are Instagram posts and Instagram stories. The taking part they use is to invite consumers to be directly involved in the activities carried out by MRD Production and to make consumers feel like their own friends and to make a system of offering products or services directly. Tracking MRD Production in determining success by way of consumers having signed contracts and paying down payments and seeing customer satisfaction with the services provided. It can be concluded that MRD Production is successful in getting consumers with the word of mouth elements applied.

KEYWORDS : *Strategy; Word of Mouth; Elemen 5T's; MRD Production*