

ABSTRACT

Marketing through WoM communication can now be done electronically, namely electronic word of mouth. One of the local business who uses e-WoM is Somethinc brand which does this through the Somethinc Town community by utilizing TikTok media to create e-WOM for Somethinc products. This research aims to analyze the messages conveyed by the Somehinc Town community using descriptive qualitative methods. Data collection was through interviews and using the triangulation method. The research results show that the Somethinc Town community has determined the message ideas to creating e-WoM, checking trends and honest reviews that can meet relevance to the needs faced by the target audience as well as the right publication time. The delivery of messages is supported by accurate medical information, education and active interaction with the audience, thus strengthening credibility. And repeated message delivery for the audience by always including characteristics and hashtag of the Somethinc product. Overall, the delivery of this message is combined with the delivery of an optimal communication style and in accordance with the principles of conversation analysis, organization and connection with the audience in order to achieve effective communication in accordance with the preferences and needs of their target audience.

Keywords: Message, Electronic Word of Mouth, Community, Somethinc Town