# *ABSTRACT*

# Ilene / 66150114 / 2019 / *The Influence of Instagram Message to Electronic Word of Mouth* (E-WOM) *on Consumers’ of “Geprek Bensu” in North Jakarta / Advisor*: Siti Meisyaroh S.Sos, M.Soc.Sc.

*The researcher identified the problems to be examined in the study, how much the influence of message structure to Electronic Word of Mouth (E-WOM) on consumers’ of "Geprek Bensu" in North Jakarta?, how much the influence of message style had on Electronic Word of Mouth (E- WOM) for consumers’ of "Geprek Bensu" in North Jakarta? how much the influence does the appeals message have on Electronic Word of Mouth (E-WOM) on consumers’ of "Geprek Bensu" in North Jakarta?. As for the research carried out the aim to be achieved is to explain the influence of the message structure on Electronic Word of Mouth (E-WOM) on consumers’ "Geprek Bensu" in North Jakarta, explaining the influence of message style on Electronic Word of Mouth (E-WOM) on consumers of "Geprek Bensu" in North Jakarta, explained the influence of appeals messages on Electronic Word of Mouth (E-WOM) on consumers’ of "Geprek Bensu" in North Jakarta.*

*This study discusses the scope of communication in the field of marketing. By using Behaviorism theory and also the Stimulus Response Theory and using various concepts including marketing communication and IMC. Instagram Message variables have three dimensions, there are message structure, message style, and message appeals. Meanwhile, the Electronic Word of Mouth (E-WOM) variable also has three dimensions, there are intensity, valence of opinion, and content.*

*This research is quantitative. The respondents of this study were consumers’ of "Geprek Bensu" branch in Pantai Indah Kapuk, men and women aged 19-34 years and had Instagram accounts with a sample of 103 respondents. The sampling technique used is probability sampling, namely sampling cluster. The data used in this study are primary data obtained from questionnaires and interviews, while secondary data obtained from previous research, books, journals, and the internet.*

*Based on the data management, the researcher obtained the results of the study, namely the message structure had a strong influence on Electronic Word of Mouth with an influence of 38.3%, the message style had sufficient influence on Electronic Word of Mouth with an influence of 18%, appeals message have sufficient influence on Electronic Word of Mouth with an influence of 19.4%, and all three dimensions have an influence that can be stated as significant.*

*The message structure had a strong influence on Electronic Word of Mouth, the message style had sufficient influence on Electronic Word of Mouth, and appeals message have sufficient influence on Electronic Word of Mouth. These three dimensions have a significant influence on consumers’ of "Geprek Bensu" in North Jakarta.*

***Keywords : Instagram Message, Instagram Social Media, Electronic Word of Mouth (E-WOM).***