penulisan kritik

, penel ini tai

JURNAL KOMUNIKASI DAN BISNIS

Volume X No. 28 September 2021

Hak cipta

EISSN 2723-2956

The Effect of Internet Marketing on Word Of Mouth "Taiwanese Drinks" Products **Among Kelapa Gading Teenagers**

Oleh: Rahelia Christine Salim Imam Nuraryo¹

Dilarang mengut Pengutipan ha Abstract
The use of Internet marketing can also increase the good image for the company not only that, XeX केंग वीso can increase brand awareness. By looking at the background of the problem above, the Fresearcher formulates the problem as follows, is there an influence in the use of Internet Marketing on Word of Mouth for the product "Taiwanese Drinks"? So this study has a purpose, namely To find out The communication strategy that there is an influence in the use of Internet Marketing, especially social media on Word of Mouth against the product "Taiwanese Drinks" or bubble tea. This study uses the Theory of Behaviorism Stimulus Organism Response (SOR) Theory and Theory of Action Reason to explain consumer stimulus in responding to and gaining knowledge from the *Taiwanese Drinks brand*. The research method used is a quantitative method with a comparative survey research type with questionnaires distributed to each of 300 teenage consumers who have consumed *Taiwanese Drinks* at various outlets in Kelapa Gading area, North Jakarta. Based on the results of this study on the use of Internet Marketing for Word of Mouth on the product "Taiwanese Drinks" or bubble tea, it can be \hat{x} \hat{x} \hat{y} \hat{y}

Keywords: Internet Marketing, Word of Mouth, Kelapa Gading Youth, Taiwanese Drinking.

Abstrak

Penggunaan internet marketing juga dapat meningkatkan citra baik bagi perusahaan tidak hanya itu, tetapi juga dapat meningkatkan brand awareness. Dengan melihat latar belakang masalah diatas maka peneliti merumuskan masalah sebagai berikut, apakah ada pengaruh penggunaan Internet Marketing efhadap Word of Mouth untuk produk "Taiwanese Drinks"? Maka penelitian ini memiliki tujuan yaitu Untuk mengetahui strategi komunikasi yang ada pengaruhnya dalam penggunaan Internet Marketing khususnya media sosial pada Word of Mouth terhadap produk "Taiwanese Drinks" atau bubble tea. Behaviorisme Teori Stimulus Organism Response (SOR) dan teori Action Reason untuk menjelaskan stimulus konsumen dalam menanggapi dan memperoleh pengetahuan dari brand Taiwanese Drinks. Metode penelitian yang digunakan adalah metode kuantitatif dengan jenis penelitian survei komparatif dengan penyebaran kuesioner kepada masing-masing 300 konsumen remaja yang pernah mengkonsumsi "Taiwanese Drinks" di berbagai gerai di kawasan Kelapa Gading, Jakarta Utara. Berdasarkan hasil penelitian tentang penggunaan Internet Marketing terhadap Word of Mouth pada produk "Taiwanese Drinks" atau bubble tea, dapat disimpulkan bahwa rata-rata dimensi variabel Internet Marketing berada pada kategori baik.

Kata Kunci: Internet Marketing, Word of Mouth, Remaja Kelapa Gading, Taiwanese Drinking.

¹Alumni Program Studi Ilmu Komunikasi - Institut Bisnis dan Informatika Kwik Kian Gie

²Alamat Kini: Institut Bisnis dan Informatika Kwik Kian Gie, Jln Yos Sudarso Kay. 87 Sunter, Jakarta 14350 Penulis untuk Korespondensi: Telp. (021) 65307062 Ext. 705. E-mail: Imam@kwikkiangie.ac.id

INTRODUCTION

Marketing is an important part of the management of a company in order to obtain success in achieving company goals. The marketing strategy must be appropriate and also adapted to the products to be sold. These are some of the things that must be considered for marketing management, because the products to be sold must be acceptable to potential consumers. In addition to marketing strategies, companies must also pay attention to the market share and market developments of competitors of similar businesses.

Marketing consists of several types, including direct selling direct (sales), point of purchase (points of purchase), and internet marketing (internet marketing). Internet marketing or marketing through the internet is a marketing activity using a promotional strategy with the internet, especially with social media that can expand sales scale. Information related to the products being sold is easy to find.

The development of technology, especially in communication, creates an amazing impovation in the form of the internet. This can be seen from the benefits and uses of the internet itself which can be accessed quickly and easily so that it becomes a source of information search that people use. In an increasingly modern era, realizing the development of technology and information is accelerating.

Indonesia is no exception, the number of internet users is also increasing on a large scale. development of communication technology which is increasing every year has garteffect on the activities of modern society. activities Community in the use communication technology, people are increasingly unable to live without social media starting from opening their eyes or waking up until night when they want to sleep.

The internet also has an effect on changing people's lifestyles. The internet era can make it easier to find sources of information data more quickly. Apart from being a place to find sources of information, the internet is also a source of income for individuals and institutions. The internet makes the world see a new world that includes changing interactions, markets and business networks that are increasingly borderless.

Based on the results of the Indonesian Polling study in collaboration with the Association of Indonesian Internet Service Providers (APJII) it was found that internet users in Indonesian society were 171.17 million people or 64.8%. This number, which is not small, certainly brings about changes in Indonesian society, especially in the culture of using the media, which of course has to be readjusted regarding tools and internet use.

In the current era of convergence, the transformation of media culture that occurs makes people use more diverse and sophisticated technology in media. This is in line with data from *We Are Social* in 2020 which revealed that there were 96% usage of mobile *phones* and 93% use *smartphones*.

In Indonesia, *mobile phones* and *smartphones* are the most widely used communication media by internet users. These internet users are in the range of 16-64 years. The use of social media in 2020 in Indonesia has increased to 10 million people from 2019 so that in 2020, there are 160 million Indonesians who are active in social media.

The existence of technological developments will be a great opportunity for companies in creating communication in conveying the value of the message of the product or service to be conveyed to consumers. Entering the era of the industrial revolution 4.0 which was accompanied by the development of internet users and digital growth, one of which was marked by the growth of users of social *media* which became a trend used to disseminate knowledge and information in *real time* (Fadhila & Soesanto, 2016)

The Internet has brought media to a global audience. Its interactive nature and fast response are the qualities of a unique internet medium (Hermawan, 2012:206). The internet which is the result of today's modern world makes it easier for everyone in marketing activities. Marketing activities that are supported by internet media produce a new term that is widely used, namely *internet marketing*.

Internet marketing is present as a medium of information to achieve the objectives of these marketing communication activities. Internet marketing as a medium,



a. I ciigacipai iidiiga dinan kepelicii

focuses on consumers who are in cyberspace (social media) and use internet access as a medium for fulfilling information. While social media is a medium that will provide a place for a group or individual to communicate, share content, and collaborate digitally.

Social media is also a part of internet marketing. Social media is usually intended to open forums, microblogging, social networking and so on. The majority of people use social media for personal needs such as communicating with family, relatives, friends, and others. Others use this media to interact with certain communities.

Until now, the use of social media continues to grow and grow rapidly, especially since the outbreak of the virus COVID at the beginning of 2020. With the growth of social media platforms, especially in carrying out social media marketing, as well as the growth of social media who are dominated by the millennial generation, it can significantly be used as an opportunity for the company as an Interaction build relationships to with consumers in conducting marketing communications.

In the business world, marketing strategy has a very important role in the stage of forming consumer awareness and understanding. Thus a company requires proper strategic planning so that it can be easily accepted by the community. The strategies carried out by the company also vary, such as offering a product with attractive packaging affordable prices or strategic sales docations.

In addition, there is also a marketing strategy in the form of advertising in a number of media. These various marketing strategies are not only used to introduce the existence of a product, but also provide knowledge about the benefits of a product so as to create the will and desire to buy it.

The communication strategy is a guide to the activities of communication planning (communication planning) and management (communication management) to achieve a goal. So to achieve this goal, the communication strategy must be able to show how its operations must be carried out tactically, in the sense that the approach (approach) can be different at any time, namely depending on the situation and conditions (Suryadi, 2018).

Increasing business competition *online* through *social media*, provides the industry with opportunities *food and beverage* to take advantage of *internet marketing* in *social media* to gain *brand awareness*. Not only that, the use of *internet marketing* in *social media* can also increase *brand equity* for their company.

In the business world, marketing strategy has a very important role in the stage of forming consumer awareness and understanding. Thus a company requires proper strategic planning so that it can be easily accepted by the community. The strategies carried out by the company also vary, such as offering a product with attractive packaging, affordable prices or strategic sales locations.

In addition, there is also a marketing strategy in the form of advertising in a number of media. These various marketing strategies are not only used to introduce the existence of a product, but also provide knowledge about the benefits of a product so as to create the will and desire to buy it.

Communication strategy is a guide from the activities of communication planning (communication planning) and management (communication management) to achieve a goal. So to achieve this goal, the communication strategy must be able to show how its tactical operations must be carried out, in the sense that the approach (approach) can be different at any time, namely depending on the situation and conditions (Suryadi, 2018).

According to Kotler (2016) there are two strategies that are often used by companies in managing marketing channels, especially in the creation of new marketing channels, namely the push strategy and the pull strategy. The use of this strategy depends on the company's decisions, especially depending on the popularity of the company's products.

The push strategy in its implementation is to try to persuade intermediaries to want to market their products by providing certain facilities, such as high discounts on product purchases. This strategy is suitable for products where brand loyalty is still low and brand choice is carried out in stores.

This strategy is suitable for new products that have high promotional funds.

The beverage business opportunity is still very fresh to do considering the weather climate in Indonesia tends to be tropical or warm.



Refreshing beverage products are certainly very suitable for consumption by the people of the country, especially for those who like to gather with family or friends. Then the growth of people's purchasing power, which is accompanied by the innovation of beverage products provided by business actors in it, makes this culinary business even more promising.

The brand Menantea is one example

brand of the drink Bubble Tea. Menantea is a brand of the drink Bubble Tea. Menantea is a brand beverage founded by two brothers influencers who are also YouTubers, namely derome and Jehian Polin, which were only established on April 10, 2021, just when the COVID pandemic was still rife in the community. Menantea itself has a shop concept where they sell tea with various flavors (added milk, fruit flavored tea, Boba etc.) and snacks as friends for drinking the tea. (Annisa, 2021).

Menantea itself started from a video Youtube made by Jerome Polin in which he made video content mixing tea drinks with various food ingredients, one of which was pieces of fruit. Then he challenged his older brother, Jehian Polin, to try making tea with the added fresh fruit.

Then this challenge continued until Jerome Polin asked his brother to realize his desire to sell the drink in Jakarta. *The brand* was then *launched* in just one week. Menantea's success also started when at the *grand opening* of their first store in Tomang, West Jakarta, their drinks sold out in just one hour.

This is also supported by the marketing communication activities carried out by the brand Menantea their Instagram social media, namely menantea.toko. Instagram menantea.toko also went viral, then Instagram, which was created long before the Menantea store was opened in Indonesia, has reached one hundred and thirty-eight thousand followers in just two days. In this case, Menantea does not yet have a logo, the store has not been designed, and there is still no clarity on the product.

By involving the *audience* directly through social media, it can indeed have a big impact, especially to build a *brand relationship* which in the future can create a brand association. This is because the *audience* will feel that they are involved in the process of

designing the *brand* Menantea And following every development made by Menantea.

Before there was the *brand* Menantea, there was one *Bubble Tea brand* which also received high enthusiasm from the audience due to the marketing they did through their social media, namely from the *Xing Fu Tang brand. Xing Fu Tang* is a brand of Bubble *Tea* contemporary from Taiwan that was established in 2018. *Xing Fu Tang* has opened branches in several countries, including one in Indonesia. One of the first branches in Indonesia was located at Lippo Mall Puri, West Jakarta in 2019.

Xing Fu Tang is also one of the companies engaged in the food and beverage industry that is still surviving in the face of the ongoing pandemic situation and continues to add branches in several cities throughout Indonesia. Even though in the midst of a never ending pandemic and having had to close all of their outlets simultaneously for quite a long time, that did not affect the number of consumers from Xing Fu Tang and still remember the Xing Fu Tang brand.

Almost similar to the case of the *brand* Menantea, shocked the *Xing Fu Tang* also shocked the world of Instagram social media, especially at the opening of its first store at Lippo Mall Puri, West Jakarta. *Xing Fu Tang* conducted two stages of opening for their first store, namely a *soft opening* three-day(the shop is only open to the public at certain hours) and a *grand opening*.

Even though it's just a *soft opening*, *Xing Fu Tang* has already received high enthusiasm from the *audience*. On the first day they operate, they get a very long queue. Not even a few consumers are willing to queue for two hours for a or a few glasses of drink *Bubble Tea* from *Xing Fu Tang* (Lusiana, 2019).

The use of *internet marketing* in social media as a marketing communication medium is also carried out by the brand *Xing Fu Tang* in its account, namely @xingfutang_indonesia. When they opened their first store in Indonesia, they actively created informative content regarding the stages of store opening, the prizes that consumers could get.

Xing Fu Tang also collaborated with JKTGO in a campaign on Instagram social media, namely "Giveaway Xing Fu Tang" for the opening of their first. Where in campaign

天

this JKTGO chose 8 people to try drinks *Xing Fu Tang* before their store opened to the public for free and without queuing, at the same time given a little *tour store Xing Fu Tang*.

Before the existence brands of the beverage Bubble Tea Menantea and Xing Fu Tang, there are also several other brands Bubble Tea that are also popular with the Indonesian people are ly, such as Chatime, KOI, Tiger Sugar, Onezo, Kokumi, Ban-Ban, Xiboba, Hop-Hop. and others. All of these brands also carry out their marketing communication activities through social media, especially Instagram. They share various kinds of interesting, persuasive content such as promos, informative content, and others.

According to Sernovitz (2009), a good or positive conversation is the result of word of mouth. Before they decide to buy or consume it people tend to ask others first and it will influence the chosen decision. Godes and Mayzlin (2004) suggested two elements of word of mouth, namely volume and dispersion. Volume can be interpreted as frequency, namely how much or often someone speaks and recommends it.

The number of conversations certainly affects how many people know about the things being discussed. Dispersion is at the level of a conversation whether a product or service takes place in a broad communication such as family, friends, friends and so on. Based on the phenomena that have been described, the researchers are interested in conducting presearch with the title Influence in the use of an analysis of the product "Taiwanese Drinks".

LETERATURE REVIEW

Behaviorism theory is one theory that plays a role in understanding human behavior. Desmita in Nahar, 2016: 65) reveals that "Behavioristic learning theory is a theory that understands behavior that uses an objective, mechanistic, and materialistic approach, so that changes in a person's behavior can be done through conditioning efforts".

This theory places great emphasis on changes in behavior as a result of learning that can be observed, measured and assessed concretely. In this theory, humans are seen as more of a physical aspect and as living beings who are passively controlled by the stimuli in

their environment. These changes involve internal and external changes from someone who has been given learning, so the theory of behaviorism in learning is also called stimulus response learning.

Based on the characteristics of the behaviorism theory that has been described, it can be concluded that this theory views humans primarily on the physical aspect and as living beings who are passive and controlled by the stimuli in their environment as a result of training that these living creatures have experienced in their lives.

Stimulus Organism Response

SOR theory stands for *Stimulus* - *Organism* - *Response*. This theory says that the effect is a reaction to a certain situation. Where the effect caused by the mass media on the *stimulus* makes one can expect and estimate the suitability between the message and the communicant's reaction.

Theory *SOR* is the most basic and simplest communication theory. This theory explains that there is a reaction when there is action. This theoretical process is a form of information exchange that can have an effect on changing communication actions (Ardianto, 2014: 133). This theory assumes that individual behavior arises because of the strength of the stimulus that comes from outside him, not on the basis of his motives and attitudes (Wiryanto, 2005: 13-15).

The basic assumption of this model is that the mass media has a direct, immediate and direct effect on the communicant. This model shows that communication is an action-reaction process. That is, this model assumes that verbal words, non-verbal cues, and certain symbols will make other people respond in a certain way. In the communication process with regard to attitude change is the aspect "How" instead of "Who" and "Why", he explained how to communicate, in this case how to change the attitude, how to change the communicant's attitude, the stimulus or message conveyed to the communicant may be accepted or not. rejected, after the communicant processes it and accepts it, then there is a willingness to change attitudes.

Action Reason

Theory of Reasoned Action (TRA) describes behavior that changes based on behavioral intentions, and behavioral intentions

are influenced by social norms and individual attitudes toward behavior (Eagle, Dahl, Hill, Bird, Spotswood, & Tapp, 2013, p. 123). Subjective norms describe individual beliefs about normal and acceptable behavior in society, while individual attitudes towards Dehavior are based on individual beliefs about that behavior.

Marketing Communication

Marketing communication is a form of communication activity that seeks disseminate information, influence improve the target market for companies and products. Marketing communication is carried Four with the hope that the market is willing to accept, buy and be loyal to the products offered by producers.

Marketing communication can be concluded as a form of business from the acompany to reach consumers, understand what consumers need and want. In addition, the ₽brand #n marketing carrying out communication activities must also be able to ereate messages that are easily understood by consumers remembered and can influence purchasing decisions from consumers. Internet marketing

The internet is a multi-aspect marketing communication tool. In one aspect the internet is an advertising medium as many marketers pay to place advertising banners promoting their products and services on the websites of other companies, organizations and publishers. Advertisers also pay for internet search engines such as Google, Bing, and Yahoo! to place their ads in search results based on keywords (Belch & Belch, 2014: 22). Paid search has become the most used form of anternet advertising.

It can be understood that *internet* marketing is a form of business for companies to market their products and services and build relationships with customers through the internet. One form of internet marketing in a business field is to use the website to strengthen marketing efforts, especially promotions carried out by the company.

Word of Mouth

According to Kotler & Keller (2012) Word of Mouth Communication (WOM) or word of mouth communication is a communication

of process in the form providing recommendations both individually and in groups for a product or service that aims to provide personal information.

Walker (2001) in Harris et al (2013) defines WOM communication as an informal personto-person communication between noncommercial communicators and recipients based on brands, products, organizations, or services. This WOM can be positively or negatively charged. Negative WOM aims to demean the object in the communication (Richins, 1983 in Harris et al, 2013).

West-brook (1987) in Pontevia et al (2008) views WOM as a post-purchase phenomenon that contains informal communication directed to other consumers regarding the ownership, use, or characteristics of products or services. This view is also in line with the views of Sundaram et al (1998) in Pontevia et al (2008), which defines WOM as a form of interpersonal communication among consumers about experiences with products personal companies.

From this, there are basic similarities regarding the meaning of WOM. The equation is that WOM is a communication between people about products and services independently (not representing the company). According to Sernovitz (2012), there are four rules that must be followed in order to create a WOM, namely:

First, the information in WOM is made interesting. People don't like boring things. Give something that allows other people to talk about what you want to WOM. You have to always think about how to get people to want to retell what you want to WOM. Second, WOM is made to be easily disseminated. Good WOM uses messages that are short and clear and easy to spread. Start WOM with things that are easy to remember.

Third, the interlocutor during WOM communication is made to be happy. When people are happy, they will want to spread positive news about the product they are selling. The person will easily remember the product. Fourth, Must earn respect and trust from the interlocutor when disseminating

WOM information. Not getting respect and trust is the same as not getting WOM. People don't say positive things about things they don't believe in

HYPOTHESIS

gutip sebagian atau sel

pg

Based on the theoretical framework, the following hypotheses can be put forward:

Hypothesis Testing: Allegedly the influence of Internet Marketing on the ipta Word of Mouth. Dilindungi

Ha. Internet marketing has no affect on Word of Mouth

HE Internet marketing has am affects attitudes and knowledge on Word of Mouth

RESEARCH METHODS

Research method that was used in this research is a comparative explanatory survey quantitative research method. The research variable is internet marketing Independent variable (X) which consists of five dimensions namely product, price, communication, community and distribution as well as Word of Mouth as the dependent variable (X). The result of both is internet marketing that will be compared to each other whether there is a difference, as well as Word This research was conducted on teenage consumers who have consumed ∃Ta wanese drinks at various outlets of Taiwanese Drinks and located in Kelapa Gading area, North Jakarta

Data Collection Technique

To collect data and information obtained in this study the author will use the following methods:

1. Questionnaire (Questionnaire)

Questionnaire is a data collection technique which is done by making a set of questions or written statements to the respondent to be answered. Questionnaires can be closed or open questions. The questionnaire also has another meaning, namely a list of questions used by researchers to collect data from respondents.

2. Observation

Observation is a data collection tool that must be systematic or the recording is carried out according to certain procedures and rules so that it can be repeated by other researchers.

Data Analysis Technique

Data collected is a pre-questionnaire from 300 respondents who are consumers of Taiwanese Drinks. Researchers analyzed the pre-questionnaire data using validity and reliability tests. The aim is to measure the level of validity and reliability of each indicator that will be used in the questionnaire by involving 300 respondents. Furthermore, the data were tested with descriptive statistics and SEM models (structural equations).

RESULTS AND DISCUSSION

Based on the results of distributing 300 questionnaires to teenage consumers of drinks Bubble Tea, the majority of respondents' profiles are female as much as 63% and male respondents as much as 37%. For the age of the respondents, 40.3% were 15-20 years old, 50.7% were 21-30 years old, 4.3% were 31-40 years old and the remaining 4.7% were over 40 years old.

The results of the variable validity test internet marketing show that of the five dimensions that have been studied, namely product, price, communication, community and distribution, the product dimension has the highest average dimension score with a score of 4.28 and is categorized as very good. Meanwhile, the score for the price dimension is 3.97 (good category), the communication dimension score is 4.02 (good category), the community dimension score is 3.21 (good enough category) and the score for the distribution dimension is 4.04 (good category).

The results of the variable validity test Word of Mouth show that of the four dimensions that have been studied, namely talkers, topic, tools, and taking parts, the score of talkers dimension is 3.63 (good category), the score for topic dimension is 3.66 (good category), the tools dimension score is 3.93 (good category), and taking part dimension score is 3.43 (good category).

So in this case it can be concluded that the stimulus that occurs to consumers inactivities internet marketing carried out by the Word of mouth is that consumers are interested and like the photos uploaded inactivities internet marketing on social media because they are considered appetizing, there is information on menus that packaged creatively and attracts the attention of consumers as well

as in terms of product packaging designs uploaded on social media which are also quite attractive to consumers. The descriptive results of word of mouth research variables show that of the two dimensions studied, namely attitudes and knowledge, all of the Edimension has the score in the good category.

The two research variables, both the independent variable, namely marketing and the dependent variable, namely attitudes and knowledge, were declared to have waid data testing results. This is shown in the results of testing the validity of the results of Convergent Validity with a value of more than 0.7 from Each research indicator. In addition, The Average Variance Extracted (AVE) value $\stackrel{\frown}{\text{exceeds}} 0.5$ (AVE > 0.5) so that it can be stated that each latent variable can be reflected through it manifest variable (indicator).

The results of test Cronbach's Alpha & Composite Reliability on both variables are declared reliable where all variables have values exceeding the recommended values, it shows that the measurement model has good reliability. The relationship between the two variables is also considered to be interrelated which can be seen from the results of the structural model testing conducted in this research. Where the results of the R-Square analysis are 61.2%, the Q-Square also exceeds $\frac{1}{2}$ he value 0 (Q² > 0) with a value of 0.607 and =GeF of 0.627.

From the trial, it was found that all questions on the internet marketing and word of mouth variables were all valid. Thus the data can be continued to perform the reliability test. The reliability test shows that the Internet Marketing and Word Of Mouth questionnaire instruments can be said to be reliable because they have more than 0.113 results.

From the results of the regression analysis, it can be said that there is a positive effect of the Internet Marketing variable on the Word Of Mouth variable. With the effective contribution obtained from the coefficient of determination of 72.9% Word Of Mouth is influenced by Internet Marketing.

CONCLUSION

Based on the results of this study regarding the use of Internet Marketing on Word of Mouth on the product "Taiwanese Drinks" or bubble tea, it can be concluded that the average dimensions of the Internet Marketing variable are included in the good category, the average score on the Internet Marketing variable is first, Product dimensions are very good. Second, the Price Dimension is Good. Third, the Communication dimension is Good. Fourth, the Community dimension is Good Enough. Fifth, the distribution dimension is quite good, where of the two indicators used as a measuring tool, all of them are categorized as good.

It is known that in general, the respondent's assessment of the Word of Mouth in the Talkers dimension is Good, the respondent's assessment of the Word of Mouth Topic dimension is Good, the respondent's assessment of the Word of Mouth in the Tools dimension is Good, the respondent's assessment of the Word of Mouth in the Taking dimension Parts are Good.

The results of the analysis using SmartPLS 3.3.3 which are presented in Table 4.35 with a significance level of 5% can be seen from the original positive sample value, and the results of the analysis using the Sobel Test calculation which show positive significance results. Thus, it means that Internet Marketing is proven to have an effect on Word of Mouth.

SUGGESTION

From the results of the analysis with the effective contribution obtained from the coefficient of determination of 72.9% Word Of Mouth is influenced by Internet Marketing with the remaining 27.1%. The researcher divides the suggestions for this research into two aspects, academically and practically. The suggestions given in this research are as follows:

Practical advice, from the remaining 27.1% of the data obtained from the coefficient of determination, it can be said that sellers of Taiwanese Drinks can increase their efforts to maintain Internet Marketing so that word of mouth on bubble tea drink brands also increases. So that it has an impact on sales of bubble tea drinks.

Academic suggestions are as follows, for further researchers, the results of this study can be used as comparison and reference material for research, and as consideration for further deepening further research by adding independent variables to further increase sales of bubble tea drinks.

REFERENCE

- Till, Chris (2002) Marketing Communications:

 Context, Strategies, and Applications,

 London: Prentince Hall.
- Fill, Christ (1999). Marketing Communication Contexts. Content and Strategies. Mayand Avenue: Prentice Hall Europe Charles of Marketing Langkahnya Langkahnya Strategi-pemasaran-marketing-strategy-dan-langkahnya Langkahnya Strategy-dan-langkah-langkahnya Kotler, Philip dan Gary Armstrong (2012), https://ilmumanajemenindustri.com/pen
- Principles of Marketing, London:

 Prentince Hall.

 Kotler, Philip, Hermawan Kartajaya, & Iwan Principles of Marketing, London:
- Setiawan.(2017). Marketing 4.0. New Jersey: Wiley.
- Ketler, Philip. (2006). Manajemen Pemasaran Edisi 11. Jakarta: Indeks.
- Kriyantono, Rachmat (2014), Teknik Praktis Riset Komunikasi, Jakarta: Kencana.
- Kusuma, Belinda Aretha. (2019). Pengaruh Social Media Marketing Terhadap Brand Equity. Bandung: Universital Telkom Bandung.
- Marini, Riska. (2019). Pengaruh Media Sosial TikTok terhadap prestasi belajar ilmiah, peserta didik di SMPN 1 Gunung Sugih *Kab. Lampung Tengah.* Universitas Islam Negri Raden Intan Lampung.

 Moleong, Lexy. (2013). Metode Penelitian
- Remaja Rosdakarya.

 Muftihaturrahmah, Aurilia. (2021). Pengaruh
 social media marketing dan harga
 terhadap keputusan pembelian yotta di kota Makassar. Sekolah Tinggi Ilmu Ekonomi Nobel Indonesia Makassar.
- Natasya P. Amelia. (2018). Faktor-Faktor Yang Mempengaruhi Perilaku Konsumen Minuman Thai Green Tea. Universitas Sumatera Utara Medan.
- Nerissa, Nicola (2020). Bab 3 Metode Penelitian diakses dari http://repository.podomorouniversity.ac. id/112/30/31160090 TA 13 BAB3.pdf
- Nurwega, Dendi (2019). Contoh Bab 3 Penelitian Skripsi (2015). Diakses dari

- http://repository.upi.edu/18008/8/T PK N 1200998 Chapter3.pdf
- Prass, Aji. (2020, Februari). Strategi Marketing TikTokDalam Implementasi Bisnis. Diakses dari https://skripsigroup.com/strategimarketing-tiktok-dalam-implementasibisnis/2/
- Prianbodo, Bagus. (2018). Pengaruh TikTok terhadap kreativitas remaja Surabaya. STIK Almamater Wartawan Surabaya.
- Prisana. (2017). Komunikasi Pemasaran Terpadu, pada era media sosial. Cetakan ke-1. Bandung: CV PUSTAKA SETIA. Prisgunanto, Ilham. (2006). Komunikasi Pemasaran : strategi dan taktik, Bogor : Ghalia Indonesia.
- PT. Pelepas Dahaga Indonesia (2010). About Fu Diakses dari Xing Tang. https://www.xingfutang.co.id/
- Sugiyono (2009), Metodelogi Penelitian Kuantitatif Kualitatif Dan R&D, Cet. Ketujuh. Bandung: Alfabeta.
- Sugivono, Metode Penelitian Kombinasi, 184. Supardi, Aplikasi Statistika Dalam Penelitian: Konsep Statistika yang Lebih Komprehensif, 229.
- Susilowati. (2018). Pemanfaatan Aplikasi TikTok Sebagai Personal Branding Di Instagram. Akademi Komunikasi BSI Jakarta.
- Trisnawaty, Nova. (2018). Pengaruh food quality terhadap brand reference Chatime dengan Koi Thé di kota Bandung. Universitas Katolik Parahyangan.
- Walpole, R.E. (1995). Pengantar Statistika, Edisi Ketiga. Jakarta: PT. Gramedia Pustaka Utama.
- Walpole, R.E. 1995. Pengantar Statistika, Edisi Ketiga. Jakarta: PT. Gramedia Pustaka Utama.

