# ANALYZE THE EFFECTIVENESS OF TWITTER AS AN EWOM MEDIA (STUDY ON TENSAYAA'S GROUP ORDER)

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**Abstract:**    Electronic word of mouth is a form of marketing with a high credibility because it comes from consumers who have experience with related products. Electronic word of mouth is also quite effective because one individual with another individual does not need to meet face to face and can be easily found on any media. The purpose of this research is to find out how effective Twitter is as an electronic word of mouth media for Tensayaa group order business and what marketing strategies are suitable to increase Tensayaa group order electronic word of mouth on Twitter. The method in this research is descriptive quantitative, with purposive sampling, where the population of this research is the Twitter followers of Tensayaa group order, and a sample of 227 respondents was found with the minimum determination of respondents is determined using the slovin formula. This research was also tested for validity, reliability, and descriptive statistics. The results of this research show that Twitter is an effective social media for conducting electronic word of mouth processes in the Tensayaa group order business by being reviewed through seven measurement dimensions.

**Keywords:**    *electronic Word of Mouth, Word of Mouth, Social Media Marketing, Korean Pop Goods Business*

## 1. Introduction

On the internet aspect, with the data obtained from the Central Bureau of Statistics (BPS), it is known that in 2020, 78.18% of people in Indonesia have used the internet, where this percentage indicates an increase compared to the previous year which was only 73.75%. Talking about the internet, of course, closely to it, there is social media, where according to (Van Deursen et al., 2015), social media is a media that focuses its users on carrying out an activity, such as strengthening one user with another users and forming a community. Therefore, it is important for a business to optimize social media as a way to improve processes and business continuity. According to (Kaplan & Haenlein, 2010) stated that by using social media, a company can promote its business and create an online community or group of customers who are satisfied with their products, where the online community can lead to interactions virtually and of course it also make a direct further directions for an electronic side to occur word of mouth (eWOM). Based on hootsuite, it is known that Indonesian social media users in 2021, already reach 170,000,000 users or it it stated in a percentage as 61,8% of the total Indonesian population census. This number is not a small number where business people or marketers should open their eyes wide and realize that social media plays an important role for the sustainability of a business. At the end to end of a

business process, where there is a process when prospective consumers will look for information or references about related brands or related products and compare them with competitors with almost the same product through social media, where one of the processes in it can be due to the occurrence of electronic word of mouth, endorsements, ads, and others, until the buying and selling transaction process occurs and the product is ready to be sent to consumers.

One of the social media that is most often used by the Indonesian people is Twitter, as shown by the data found on Hootsuite, Twitter is one of the five social media with the largest use in Indonesia, it is known that 63.6% of the Indonesian population is Twitter social media users. It is also known that Indonesia is included in the top ten countries with the most Twitter users in the world. Indonesia is ranked sixth, with a figure of 15,700,000 Twitter social media users. In (Kim et al., 2014) research it is known that Twitter is one of the microblogging media where each tweet that can be uploaded by its users only reaches 140 letters or characters, Twitter is considered to be able to spread information as fast as ever and rapidly. Intended highlight of promotion or opinions is easy to know by "target people" connections or in the Twitter context, it is called followers of the related users. Twitter users are also known to be able to forward a message or opinion from another person quickly using the retweet feature where their connections or followers can see the contents of the tweet. With this phenomenon, of course, business people and marketers must aware that with Twitter social media, it will be easier to target new potential customers because of this retweet feature, where consumers who are satisfied with the products offered by a product can easily share information with one click retweet to their followers, which is indirectly included in one of the electronic word of mouth (eWOM) actions. Where the researcher (Hennig-Thurau et al., 2004) argues that electronic word of mouth (eWOM) is defined as all reviews, both positive and negative, made by potential customers, actual customers, or previous customers regarding a business or product, where These reviews can be viewed or accessed by many people and institutions on the internet, including Twitter. It is also known that Twitter has launched several new features such as promotional tweets that are paid and of course can be seen by the target consumer of a related target and of course these tweets still can be retweeted, replied to, liked, and shared like normal tweets. For example, it can be said that a brand makes a paid promotional tweet, so followers can retweet, like, or make other interactions from the tweet and ultimately help the related brand disseminate the promotions carried out on a product. Data were also found on (Bennett, 2012) research, which stated that Twitter is a very effective electronic word of mouth (eWOM) media because it can directly target the target set by the company and can also quickly spread to the target connection, as evidenced by with a percentage of 86% companies often increase their activeness and existence on Twitter social media.

There are also data presented directly by Twitter that there are several topics that are often becoming the hot conversations or hot topics on Twitter social media, one of them are tweets about Korean pop or commonly known as K-pop which even during the last year it was found that there were 7.5 billion of which This figure shows an increase of 22.9% compared to the previous year which only reached 6.1 billion tweets. Of course, Korean-hallyu culture is often a hot conversation in Indonesia, especially for teenagers who are the main targets of the South Korean entertainment industry. It is also known that the origin of this phenomenon occurred because of the Corona Blues which of course made many

teenagers, including in Indonesia feel bored quickly, anxious, restless, and needed entertainment that could be seen or enjoyed virtually. Seeing this unique behavior that emerges from teenagers, of course the Korean entertainment industry moves quickly and dynamically to keep targeting its target market or potential customers by presenting online content, online concerts, online fan meetings, and even South Korean entertainment companies as well. to create a virtual exhibition to attract the interest of teenagers who are being affected by the Corona Blues. According to data from Gaon Chart Korea, even in 2020 the sales of K-Pop albums even increased by 40% from previous years or before the pandemic. It is known that K-Pop boy groups and girl groups who are in the ranks of the highest album sales rankings are BTS, Seventeen, EXO, NCT, Twice, and many more. Based on data from Hanteo Chart, it was also found that Indonesia is the 10th country in the list of the most purchased k-pop albums. Of course, this phenomenon is also supported by the big fandom itself or commonly referred to as a group of fans of an idol who comes from outside South Korea or internationally, the data states that the exchange of information between international K-Pop fans mostly occurs on Twitter social media. Seeing this phenomenon, starting in 2020 until now it is known that many new online shops have sprung up with a focus on K-Pop products ranging from official goods to unofficial or fan-made goods. They use the twitter base as their preferred social media because they must actually aware of the high number of K-Pop fans who often use Twitter. One form of online shop that exists in the K-Pop world is group order. Where group orders are usually formed by one or a group of people who will help international fans to buy K-Pop products that are only sold in some countries such as South Korea, Japan, and China. They form an order that is grouped so that international customers can get their coveted K-Pop product cheaper than buying it themself on the official website. This is of course due to admin fees, international shipping costs, taxes, and also warehouses. One of the Group orders on Twitter is the Tensayaa group order.

Tensayaa Group Order (GO) is one of many Group orders that specialize in selling official merchandise for boy bands from South Korea, namely NCT and WayV. Tensayaa is a group order created by two women born in 2004, namely Sasa and Aya. Their initial goal for establishing Tensayaa group order was to make nctzen and wayzenni (as NCT and WayV fans are called) find NCT and WayV official goods easily and can be purchased at friendly prices. The Tensayaa Group Order business process is to look for product suppliers or look for Korean sellers who do sell various products from the NCT and WayV boy groups, Sasa and Aya also have partners who are tasked with transferring costs to Korean sellers which can only be accessed by Korean banks in Korean won units. After completing the transaction, Sasa and Aya will finally tweeted on their Tensayaa group order Twitter account that they had managed to get the related goods. After that, Sasa and Aya will also upload a tweet about the price per product. After posting the price per product, Sasa and Aya finally made a sale using a war system or known as "first come, first serve" system by posting a tweet indicating that the war system had started and of course their followers will go in rush to immediately claim the product they wanted via direct message. twitter. After that, Sasa and Aya will immediately reply to the direct messages of the war winners and finally the transaction process with consumers will occur. The Korean seller immediately sent the products that had been ordered by Tensayaa group order to a warehouse that was indeed rented by Tensayaa group order in South Korea, to be precise in the Gimcheon area. After some time, the shipment will be made to the Indonesian warehouse which is indeed rented by Tensayaa

group order, precisely in the Madiun area. After arriving at the Indonesian warehouse, the goods will be sent to Sasa and Aya's house. Only then will the ordered goods from the final consumer be sent to the home address of each consumer via Shopee e-commerce. Although Tensayaa group order has only been created since July 2021, its business development is very fast and there are many interactions in it. Tensayaa group order until December already has 5,300+ followers, which means every month Tensayaa group order can attract 1000+ followers. This is also because information can spread very quickly on the Twitter platform, moreover Twitter users from Indonesia are also dominated by Korean pop lovers, also NCT and WayV are one of the two boy groups that have a lot of fans, a large number in the world, including Indonesia. eWOM that occurs on Twitter can also quickly spread to other people with the Retweet feature, quote retweet and also like. It is common for people to increasingly recommend Tensayaa's group order business through their tweets and get lots of retweets and likes. The contents of these Tweets are usually about testimonials, product advantages, and also an invitation to make a purchase on the Tensayaa group order.

As we know that WoM has several definitions by several sources, experts, and researchers. According to (Cambridge, 2011), word of mouth is a method for disseminating a service or product that is considered to have good quality by someone, and that person has the will to influence others so that other people also feel the product or service. There are also other opinions from (Kotler & Keller, 2012) who reveal that Word of Mouth is a communication flow in the form of including recommendations with the aim of providing personal information that is carried out individually or in a group for a service or product. There is also an expert opinion, namely (Sernovitz 2006) who reveals that there are five basic elements of word of mouth, that is:

1. Talkers
   Talkers are individuals or groups who disseminate information about their products, services, or experiences in a business to others. Usually talkers are people who are close to the intended individual so that the talkers also feel happy because they want the targeted individual to feel happy too.

2. Topics
   Topics can be interpreted as information or content of conversations spread by talkers, in general the content of conversations is a feeling of pleasure or disappointment when talkers make a transaction on a product or service.

3. Tools
   Tools is a place, container, or tool so that talkers can share their experiences about a business or products. Concrete examples of Tools themselves, for example, can be done face to face or verbally while chatting, through electronic media, and through social media.

4. Talking part
   Talking part is where one talker relates his opinion with other talkers where with this talking part the individual who is intended as the recipient of word of mouth will make his decision to trust or not trust a talker.

5. Tracking
   Tracking is the supervision and security carried out by a business to control whether there are talkers who lie about the information it provides to the general public.

The implementation of word of mouth that is commonly found in our daily lives certainly cannot occur without a plot. According to (Sutisna, 2012) it can be seen that there are a series of paths that are carried out to achieve word of mouth, which starts with an information that is disseminated in a certain period, continues with the involvement of an opinion leader and also its opinion leader followers, as well as the important role of a gatekeeper or usually the company to disguised and suppress a news that is known to be a public lie and is not valid. This whole plot occurs because of word of mouth communication. Followed by the opinion by (Hasan, 2010), it is known that there are several benefits of Word of Mouth itself, namely:

1. Information that had been brought in word of mouth has a high credibility because it involves talkers where talkers generally have a fairly close relationship with the recipient of the information and have no relationship with a business.
2. Information that had been brought in word of mouth is considered as a strong information because it is supported by real experience.
3. Information that had been brought in word of mouth is information that can be captured only by people who are looking for information and want to participate in a discussion of a related product or business.
4. Information that had been brought in word of mouth is considered as informal promotions or promotions that are not planned by the company.
5. Information that had been brought in word of mouth is information that can still spread even if it comes from only one source.
6. Word of mouth is also an information channel that has small constraints and can target a broad target.

One of the further developments of word of mouth itself is eWOM or electronic word of mouth. There are several experts who define and argue about eWOM itself, such as (Hennig-Thurau et al., 2004) states that electronic word of mouth or eWOM is information which contains a good or bad statement by potential customers or past customers about a business or even its products, goods or services that can be seen by the general public virtually or with the help of Internet access. (Hennig-Thurau et al., 2004) in his research suggests that there are eight dimensions that can be used to measure the effectiveness of eWOM, namely:

1. Platform Assistance
   The existence of a platform can facilitate the implementation of eWOM, such as electronic media or social media. With a forum, of course, the eWOM process will be more effective and can be measured by how often consumers visit the support platform and the amount of feedback submitted by consumers on the support platform.
2. Concern for other consumers
   The existence of worry and anxiety about other customers is also a factor in the effectiveness of eWOM, of course people wants their closest one to make a good unanimous decision before buying a product, both goods and services.
3. Venting Negative Feelings
   This dimension is closely related to disappoint consumers on a product or service and also a business, consumers will give negative reviews or bad opinions on a product,

service, or business so that the people around them also do not experience the same feeling.

4. Expressing positive feelings
   This dimension is closely related to the psychological desire or willingness of an electronic word of mouth talker to show positive feelings after purchasing a product, both goods and services.

5. Social benefits
   There are forms of benefits derived from virtual communities where members can participate in an electronic word of mouth process of a business or product and exchange opinions and receive social benefits in it.

6. Economic incentives
   The existence of benefits in terms of economics is certainly one of the factors for the occurrence of electronic word of mouth, the real example is when a person's have a voluntary desire or feeling to disseminate information or conduct electronic word of mouth regarding discounted prices for a product, as well as other promotions that are directly or indirectly can affect the economic condition of an individual.

7. Helping the company
   Satisfied consumers will certainly be accompanied by feelings of happiness and pleasure about the product and related companies. It fosters consumer feelings to provide positive feedback or rewards to a company, which is shown in the flow of electronic word of mouth.

8. Advice seeking
   Many potential customers will certainly look for a product review or comments given by existing customers on a product or business before finalizing a purchase decision. Talkers can provide information or a review about a product and business to make it easier for potential customers to find references.

The theory and dimensions of Thurau will be the main theory that will be the reference in this research, but in this study only seven of the eight dimensions will be tested. One dimension that is not included is "venting negative feelings," because this research is focused on positive electronic word of mouth. Another researcher, (Jalilvand et al., 2013), revealed that electronic word of mouth is a version of word of mouth which is assisted by the advancement of the internet and technological advances, which of course facilitates the flow of word of mouth where talkers and recipients of communication do not need to meet or do face-to-face communication with each other, electronic word of mouth can also disseminate information with a wider range, faster duration, and of course more effective from all aspects. According to another researcher, (Goldsmith & Horowitz, 2006), the methods used by online site network users to carry out an electronic word of mouth can be done by writing a review either on social media, community websites, or the original website of a company, through forums, e-mail, personal blog, as well as doing microblogging such as on social media Instagram, Facebook, and Twitter.

Twitter, one of the many social media that exist on internet networks, is one of the platform choices that can be used by users to process electronic word of mouth. According to (Zhang, 2009) it is known that Twitter is one of the social media where users can tweet or tweet and it can be seen by their followers immediately. Twitter is microblogging because it

has a maximum tweet capacity of 140 characters which can be filled in by letters, numbers, and emojis. Twitter users can set their account to be in public or private mode. According to (Brogan 2008) Twitter is generally well-known because it is the first social media that supports microblogging, and is suitable for a company to do branding in it, especially to reach the target market that does use social media. In research (Zhang, 2009) it is known that the tweets contained on Twitter can be a tool for companies to know deeply about point of views by the consumers on a product, both goods and services and their point of views on a brand. By using Twitter, companies can also go directly to mass communicate to their consumers but still be directed personally, so that this increasingly creates a positive relationship between the company and its consumers. Of the many features available on Twitter, the retweet feature is a feature that can be used if an individual is deemed to agree with a tweet and is willing to further disseminate the information more widely to the general public, especially their followers. In research (Cha, 2010) it was stated that the retweet feature can indicate that a person's opinion is stronger and more honest because there is a group of individuals who indirectly agree with the tweet. In her research, (Kim et al., 2014) argues that the retweet feature is also a form of electronic word of mouth, where there is communication that indicates agreement between one person and another, because the other person must be already know the opinion context, and what content that they're retweeting.

## 2. Research Method
### Research Design
The type of this research is quantitative research with a descriptive approach. According to (Darmawan, 2013) quantitative research is the process of finding knowledge by using data in the form of numbers as a tool to find out what information you want to know. Therefore, in this research, the technical data collection uses a question structure with various options that have been provided to be answered so that the results are in the form of numbers.

The data analysis technique used to process data on the effectiveness of ewom on Twitter Tensayaa group order uses a quantitative descriptive approach. According to (Sugiyono, 2012), descriptive analysis or statistics are statistics used to analyze data by describing or describing the data that has been collected as it is without any intention to make conclusions that apply to the public or generalizations. Descriptive analysis will be carried out based on the average score obtained from the results of the questionnaire distributed to Tensayaa group order's Twitter followers.

### Population and Sample
The sampling technique used is purposive sampling technique. (Sugiyono, 2012) argues that purposive sampling is a sampling technique based on certain considerations. The technique was chosen because this research has special criteria so that the samples taken later in accordance with the research objectives can solve research problems and can provide more representative values. The sample criteria in this study are:
1. Person who knows about Tensayaa's Group Order Business
2. Followers of Twitter Tensayaa's Group Order Business

The population of this study are people who know the Tensayaa group order business and also followers of the Tensayaa group order Twitter. Therefore, the population is obtained

with a total of 5,320 people. Based on the number of populations owned by the Tensayaa group order for this research, the researchers used the Slovin Formula to calculate the sample size with the following calculations:

$$n = \frac{N}{1 + N(e)^2}$$

Noted that:
n: size of sample
N: size of population
e: margin of error

Based on the calculation of the formula and using an error tolerance limit of 10%, the sample size obtained is:

$$n = \frac{5320}{1 + 5320(0,1)^2} = 98,2$$

The minimum number of samples in this study is 98 (rounded off from 98.2). However, the researcher managed to get a sample of 237 questionnaire respondents and there were 10 questionnaires that were not valid because the respondents were not included in the respondent's criteria. So that there are 227 respondents who will be analyzed in this study.

**Data collection technique**
This study uses primary and secondary data sources obtained through four data sources. Primary data consists of interviews, questionnaires (questionnaires), and focus group discussions (FGD), while secondary data consists of literature studies originating from journals, theses, website databases, as well as supporting literature that is closely related to research and can be accessed. by online. The use of these four sources in this study is aimed at optimizing the results of the research based on various points of view.
1.  Interview
    (Sugiyono, 2012) said that the interview is a conversation between two or more people and takes place between the resource person and the interviewer. The interview in this study is an interview process conducted by researchers to the Tensayaa Group Order to find out the problems that exist in Tensayaa's group order business.
2.  Questionnaire
    (Sugiyono, 2012) argues that the questionnaire is data collection carried out by giving the respondent the opportunity to written statements or answers. The questionnaire in this study includes several statements related to the effectiveness of Twitter as an electronic word of mouth media of Tensayaa group order business. The questionnaires in this study were distributed via Twitter with the goals of approaching Tensayaa group order's followers.
    In this study, data collection was carried out by distributing questionnaires with questions answered using a Likert scale with five intervals as an alternative answer with the following details:

**Table 1. Likert Scale**

| Score | | Description |
|---|---|---|
| 1 | SD | Strongly Disagree |
| 2 | D | Disagree |
| 3 | N | Neutral |
| 4 | A | Agree |
| 5 | SA | Strongly Agree |

In this research, a questionnaire was also made using an electric word of mouth variable with seven dimensions and thirteen indicators with the following details:

**Table 2. Variable, Dimension, and Indicators**

| Variable | Dimension | Indicators |
|---|---|---|
| electronic word of mouth (eWOM) | Platform Assistance | • Easiness<br>• Interactive Media |
| | Concern for other consumers | • Information<br>• Recommendation |
| | Expressing positive feelings | • Positive Feelings<br>• Positive Experience<br>• Consumer Trust |
| | Social benefits | • Virtual Community |
| | Economic incentives | • Bundling Price Benefit<br>• Incentive |
| | Helping the company | • Willingness to Help<br>• Feedback Awareness |
| | Advice seeking | • Consumer Review |

From the process of distributing questionnaires, the results obtained as many as 237 respondents answers, but only 227 answers that compatible to the research's unit of analysis which will then be processed.

3. Focus Group Discussion
   According to (Hennink, 2014), focus group is to perceive various views on a research topic, and to gain an understanding of the problems from the angle of the contributors themselves. In this research, a focus group discussion was conducted with three marketing practitioners, namely Eva Argita Indrianie (Account Manager of PT JJ Communication), Budi Hermawan (Director of PT Mecosin Indonesia), and Irene Anindita (Regional Multichannel Manager Boehringer Ingelheim) to find out their views on the strategy formulated by researcher based on the phenomenon that occurred.

4. Literature Study
   Literature study was conducted by collecting sources through a number of books, print media, and the internet. In this research, the literature used were books, print media, and the internet which contain elements related to the phenomenon of the effectiveness of electronic word of mouth on Tensayaa group order's Twitter.

**Research Instrument Test**
1. Validity Test

According to (Ghozali, 2011), the validity test is a measure to show the level of reliability and validity of a measuring instrument, which in this research it is used a questionnaire. The decision whether or not the questions on the questionnaire are valid can be seen based on the comparison of the calculated r count with the r table using the degree of freedom (df) = n-2. The R table count in this research with a significance level of 0.1 (10%) and the number of samples of 30 is 0.306. Taking 30 samples is based on research by (Singarimbun and Effendi 1995) who argue that with 30 samples, the distribution of values is more likely to be close to the normal curve. If the value of r count is more than r table then the question is considered valid and if the value of r count is less than r table then the question is considered invalid.

**Table 3. Validity Test**

| Item Statement | r count | r table 10% (n = 30) | description |
|---|---|---|---|
| 1 | 0.644 | 0.306 | valid |
| 2 | 0.498 | 0.306 | valid |
| 3 | 0.581 | 0.306 | valid |
| 4 | 0.794 | 0.306 | valid |
| 5 | 0.694 | 0.306 | valid |
| 6 | 0.725 | 0.306 | valid |
| 7 | 0.648 | 0.306 | valid |
| 8 | 0.627 | 0.306 | valid |
| 9 | 0.742 | 0.306 | valid |
| 10 | 0.644 | 0.306 | valid |
| 11 | 0.686 | 0.306 | valid |
| 12 | 0.510 | 0.306 | valid |
| 13 | 0.768 | 0.306 | valid |
| 14 | 0.676 | 0.306 | valid |

Primary data processed, 2021

As we can see on table 3 which the result of the validity test that is processed using the Microsoft Excel program with the correl formula, it shows that all statements in the questionnaire have a bigger r count than the r table, means that all question items are valid.

2. Reliability Test

Based on a researcher named (Ghozali, 2011) describes reliability testing as a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire will be assessed as reliable when the answers from respondents are consistent from time to time. The higher the level of reliability obtained indicates the more stable the measuring instrument used. a construct or variable is said to be reliable if it gives Cronbarch's Alpha value > 0.60 (Ghozali, 2011).

**Table 4. Reliability Test**

| Cronbach's alpha | critical value | N of Item | Description |
|---|---|---|---|
| 0,898 | 0,6 | 14 | Reliable |

Primary data processed, 2021

The results of the reliability test show that the Cronbach's alpha value is 0.898, which is greater than 0.6, then the research variables are reliable and all questionnaires consistently have strong or consistent reliability so that they meet the requirements for use in research.

**Data Analysis Technique**
Based on (Halim, et al., 2017) research, each statement in this analysis will be analyzed using the tendency value of the respondents' answers to each question. Then the trend will be seen in the form of descriptive statistics which are analyzed as follows:

$$Score\ Range = \frac{m-1}{m}$$
$$Score\ Range = \frac{5-1}{5} = 0,8$$

Noted that:
m = Highest Score

So that the category of the average score of the answers will be categorized as follows:

**Table 5. Score Level**

| Index Number | Category |
|---|---|
| 1 – 1.80 | Very low |
| 1.801 – 2.60 | Low |
| 2.601 – 3.40 | Neutral |
| 3.401 – 4.20 | High |
| 4.201 - 5 | Very High |

## 3. Results and Discussion
### 3.1. Results
A total of 227 respondents participated in this study. The following are the details of the research results which will be separated into respondent characteristic data and a description of the research data.
### 3.3.1 Respondent characteristic data
Descriptive analysis of the characteristics of the respondents in this study was based on the characteristics in terms of gender and age. The description of the characteristics of the respondents is presented as follows:

**Table 6. Demographic Characteristics of Respondents**

| No | Demographic Profile | n | Percentage (%) |
|---|---|---|---|
| 1 | Age | | |
| | ≤15 | 20 | 8,81% |
| | 16-20 | 146 | 64,32% |
| | 21-25 | 60 | 26,43% |
| | ≥26 | 1 | 0,44% |
| 2 | Gender | | |
| | Male | 0 | 0% |
| | Female | 227 | 100% |

Primary data processed, 2021

From 227 respondents, it can be seen that in terms of age, the majority of respondents aged between 16-20 years, equally 146 people or 64.32% of the total respondents. In terms of gender, respondents who filled out more were female (100%) than male (0%), this finding data has a very far comparison because it is known that until now fans of boy groups and girl groups from South Korea is still dominated by female fans.

### 3.1.2. Description of Research Data

The research data consists of a single variable, namely electronic word of mouth. This research focuses on the main objective of the research, which is to find out how effective Twitter is as an electronic word of mouth media in the Tensayaa group order business process. There are seven dimensions that serve as benchmarks for measuring how effective Twitter as an electronic word of mouth media of Tensayaa group order. The theory taken from the theory of (Hennig-Thurau et al., 2004) which are platform assistance, concern for other consumers, expressing positive feelings, social benefits, economic incentives, helping the company, and advice seeking. This section will present and describe in detail the data that has been processed by the researcher. The data that has been processed will be presented in the form of a distribution table based on each question indicator. Here are the details:

**a. Effectivity of Twitter as an electronic word of mouth media Tensayaa group order based on all dimensions**

Based on the results of descriptive statistics, obtained a description of respondents' answers to 14 statements regarding indicators of the effectiveness of Twitter as an electronic word of mouth media based on all dimensions which will be presented in table 7 below:

**Table 7. Effectivity of Twitter as an electronic word of mouth media based on all dimensions**

| Indicators | score | | | | | average | std deviation |
|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | | |
| Statement 1 | 1 | 1 | 12 | 77 | 136 | 4,52 | 0,66 |
| Statement 2 | 0 | 3 | 7 | 54 | 163 | 4,66 | 0,61 |
| Statement 3 | 2 | 1 | 2 | 44 | 178 | 4,74 | 0,59 |
| Statement 4 | 0 | 3 | 16 | 81 | 127 | 4,46 | 0,69 |
| Statement 5 | 2 | 2 | 13 | 56 | 154 | 4,58 | 0,72 |
| Statement 6 | 1 | 1 | 13 | 70 | 142 | 4,55 | 0,67 |
| Statement 7 | 2 | 1 | 21 | 69 | 134 | 4,46 | 0,75 |
| Statement 8 | 1 | 2 | 25 | 63 | 136 | 4,46 | 0,76 |
| Statement 9 | 0 | 4 | 22 | 84 | 117 | 4,38 | 0,73 |
| Statement 10 | 2 | 0 | 10 | 77 | 138 | 4,54 | 0,67 |
| Statement 11 | 1 | 3 | 14 | 51 | 158 | 4,59 | 0,71 |
| Statement 12 | 3 | 2 | 17 | 97 | 108 | 4,34 | 0,77 |
| Statement 13 | 0 | 3 | 33 | 103 | 88 | 4,22 | 0,74 |
| Statement 14 | 1 | 1 | 7 | 53 | 165 | 4,67 | 0,6 |
| effectivity of Twitter as an eWOM Media | | | | | | 4,51 | 0,69 |

Primary data processed, 2021

Based on table 7, the effectiveness of twitter as an electronic word of mouth medium is in the very high or very good category because the average calculation results on the data that have been processed above are 4.5. Where this number is included in the very high or very good (VH) category. It is known that statement number three has the highest average value with the number 4.74. Meanwhile, it is also known that the lowest average of all statements was found by statement number 13 with a number of 4.34. With these results, it can be concluded that in this research, respondents which are Twitter followers of Tensayaa group order, are felt that Twitter was a very good media for doing electronic word of mouth in Tensayaa group order business processes.

**b. Effectivity of Twitter as an electronic word of mouth media Tensayaa group order based on "platform assistance" dimension**
In the platform assistance dimension, the statements presented in the questionnaire are further separated according to the indicators from the platform assistance dimension, which are easiness and interactive media. Based on the results of descriptive statistics, it is obtained a description of the respondents answers to the two statements regarding indicators of easiness and interactive media. Furthermore, respondent views on the effectiveness of twitter as an electronic word of mouth media of Tensayaa group order based on the platform assistance dimension are presented in table 8 below:

**Table 8. Effectivity of Twitter as an electronic word of mouth media based on platform assistance dimension**

| No | Statement | Score | | | | | Average | Description |
|----|-----------|-------|---|---|---|----|---------|-------------|
| | | SD | D | N | A | SA | | |
| 1 | I can feel that Twitter makes eWOM (word of mouth) process easier on Tensayaa's Group Orders Business | 1 | 1 | 12 | 77 | 136 | 4,52 | VH |
| | Percentage (%) | 0,40% | 0,40% | 5,30% | 33,90% | 59,90% | | |
| 2 | I feel that Twitter can be a media for exchanging information between consumers and/or followers of the Tensayaa Group Order | 0 | 3 | 7 | 54 | 163 | 4,66 | VH |
| | Percentage (%) | 0% | 1,30% | 3,10% | 23,80% | 71,80% | | |

Primary data processed, 2021

Statement number one is a derivative statement of the easiness indicator, while statement number two is a statement derived from the interactive media indicator. From the data processing of respondents' answers as many as 227 answers, it was found that in the first statement, 59.9% or the majority of respondents answered strongly agree with the statement that with the use of social media Twitter, it makes it easier for Tensayaa group orders to

expand their marketing by finding consumers who do a lot of electronic word of mouth for their business purposes. The first statement also gets an average score of 4.52 where this number is included in the very high or very good (VH) category, therefore it can be concluded in this research that Twitter facilitates the electronic word of mouth process in the Tensayaa group order business process. While in the second statement, as many as 71.8% or the majority of respondents answered strongly agree with the statement that with the use of social media Twitter, consumers with one another can exchange information about products or business Tensayaa group orders. The second statement also gets an average number of 4.66 where this number is included in the very high or very good (VH) category, therefore it can be concluded in this research that Twitter can function as a media for exchanging information between one Tensayaa consumer and another consumer, and it can be concluded that Twitter can be an interactive media to proceed the electronic word of mouth flows of Tensayaa group order business.

**c. Effectivity of Twitter as an electronic word of mouth media Tensayaa group order based on "concern for other consumers" dimension**
In the concern for other consumers dimension, the statements presented in the questionnaire are further separated according to the indicators from the concern for other consumers dimension, which are information and recommendation. Based on the results of descriptive statistics, it is obtained a description of the respondents answers to the two statements regarding indicators of information and recommendation. Furthermore, respondent views on the effectiveness of twitter as an electronic word of mouth media of Tensayaa group order based on the concern for other consumers dimension are presented in table 9 below:

**Table 9. Effectivity of Twitter as an electronic word of mouth media based on concern for other consumers dimension**

| No | Statement | Score | | | | | Average | Description |
|---|---|---|---|---|---|---|---|---|
| | | SD | D | N | A | SA | | |
| 1 | Through Twitter, I find it helpful to get information about products (NCT / WayV Photo cards, Merchandise, and others) that are sold on the Tensayaa Group Orders | 2 | 1 | 2 | 44 | 44 | 4,74 | VH |
| | Percentage (%) | 0,90% | 0,40% | 0,90% | 19,40% | 78,40% | | |
| 2 | Through Twitter, I find it easy to get recommendations related to the Tensayaa Group Order | 0 | 3 | 16 | 81 | 127 | 4,46 | VH |
| | Percentage (%) | 0% | 1,30% | 7,00% | 35,70% | 55,90% | | |

Primary data processed, 2021

Statement number one is a statement derived from the information indicator, while statement number two is a statement derived from the recommendation indicator. From the data processing of respondents answers as many as 227 answers, it was found that in the first statement, as many as 78.4% or the majority of respondents answered strongly agree with the statement that through Twitter, respondents find it helpful to get information about the products sold by the Tensayaa group order. The first statement also gets an average number of 4.74, where the number is included in the very high or very good (VH) category, therefore it can be concluded in this research that by using Twitter social media, respondents can easily get information about the products sold by Tensayaa group orders such as photo cards, merchandise, and other items from South Korean boy groups NCT or WayV. While in the second statement, 55.9% or the majority of respondents answered strongly agree with the statement that with the use of social media Twitter, respondents can easily find recommendations related to products or matters related to Tensayaa group orders. The second statement also gets an average number of 4.46 where the number is included in the very high or very good (VH) category, therefore it can be concluded in this research that Twitter social media is an effective social media for providing recommendations between one consumer. with other consumers with matters relating to the Tensayaa group order.

**d. Effectivity of Twitter as an electronic word of mouth media Tensayaa group order based on "expressing positive feelings" dimension**
In the expressing positive feelings dimension, the statements presented in the questionnaire are further separated according to the indicators from the expressing positive feelings dimension, which are positive feelings, positive experience, and consumer trust. Based on the results of descriptive statistics, it is obtained a description of the respondents answers to the three statements regarding indicators of positive feelings, positive experience, and consumer trust. Furthermore, respondent views on the effectiveness of twitter as an electronic word of mouth media of Tensayaa group order based on the expressing positive feelings dimension are presented in table 10 below:

**Table 10. Effectivity of Twitter as an electronic word of mouth media based on expressing positive feelings dimension**

| No | Statement | Score | | | | | Average | Description |
|----|-----------|----|----|----|----|----|---------|-------------|
| | | SD | D | N | A | SA | | |
| 1 | Through Twitter, I can feel the pride of others when they can successfully buy products sold on Tensayaa's Group Order | 2 | 2 | 13 | 56 | 154 | 4,58 | VH |
| | Percentage (%) | 0,90% | 0,90% | 5,70% | 24,70% | 67,80% | | |
| 2 | Through Twitter, I got information about other people's positive experiences with Tensayaa's Group Order | 1 | 1 | 13 | 70 | 142 | 4,55 | VH |
| | Percentage (%) | 0,40% | 0,40% | 5,70% | 30,80% | 62,60% | | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 3 | Through Twitter, I received information that Tensayaa's group order is the right choice or the right place to buy Official Photo Cards, Merchandise, and other K-Pop products. | 2 | 1 | 21 | 69 | 134 | 4,46 | VH |
| | Percentage (%) | 0,90% | 0,40% | 9,30% | 30,40% | 59,00% | | |

Primary data processed, 2021

Statement number one is a statement derived from the positive feelings indicator, then statement number two is a statement derived from the positive experience indicator, while the third statement is a statement derived from the consumer trust indicator. From the data processing of respondents' answers as many as 227 answers, it was found that in the first statement, 67.80% or the majority of respondents answered strongly agree with the statement that respondents can feel the proud of a consumer whom succeeds in making a transaction or winning a photo card war at Tensayaa group order. The first statement also gets an average number of 4.58 where this number is included in the very high or very good (VH) category, therefore it can be concluded in this research that through Twitter, many respondents found consumers who feel proud that they have successfully purchased products that Sold by Tensayaa group order. Then in the second statement, as many as 62.60% or the majority of respondents answered strongly agree with the statement that on Twitter social media, respondents can find information about positive experiences or good experiences of consumers with their purchase on Tensayaa group orders. The second statement also gets an average number of 4.55 where this number is included in the very high or very good (VH) category, therefore it can be concluded in this research that Twitter is the right social media to find information about positive buying experiences or a good one on Tensayaa group order. While in the third statement, as many as 59.00% or the majority of respondents answered strongly agree with the statement that on Twitter social media, they can find information from various sources that Tensayaa group order is the right choice for purchasing official merchandise k-pop products. The third statement also gets an average number of 4.46 where the number is included in the very high or very good (VH) category, therefore it can be concluded in this research that through social media Twitter, a lot of information can be found stating that the Tensayaa group order is the right choice for purchasing k-pop products. With this, it can be said that Tensayaa's reputation is also good and positive on Twitter social media.

**e. Effectivity of Twitter as an electronic word of mouth media Tensayaa group order based on "Social benefits" dimension**
In the social benefits dimension, the statements presented in the questionnaire are further separated according to the indicators from the social benefits dimension, which is virtual community. Based on the results of descriptive statistics, it is obtained a description of the respondents answers to the two statements regarding indicators of virtual community. Furthermore, respondent views on the effectiveness of twitter as an electronic word of mouth

media of Tensayaa group order based on the social benefits dimension are presented in table 11 below:

**Table 11. Effectivity of Twitter as an electronic word of mouth media based on social benefits dimension**

| No | Statement | Score | | | | | Average | Description |
|---|---|---|---|---|---|---|---|---|
| | | SD | D | N | A | SA | | |
| 1 | Through the Twitter fanbase account of the Group and/or Members of NCT and/or WayV, I found information about the products (NCT / WayV Photo cards, Merchandise, and others) sold by Tensayaa Group Order | 1 | 2 | 25 | 63 | 136 | 4,46 | VH |
| | Percentage (%) | 0,40% | 0,90% | 11,00% | 27,80% | 59,90% | | |
| 2 | Through the Twitter fanbase account of the Group and/or Members of NCT and/or WayV, I found the positive experiences of Tensayaa's Group Order consumers | 0 | 4 | 22 | 84 | 117 | 4,38 | VH |
| | Percentage (%) | 0% | 1,80% | 9,70% | 37,00% | 51,50% | | |

Primary data processed, 2021

Statement number one and statement number two are derived statements from virtual community indicators. From the data processing of respondents' answers as many as 227 answers, it was found that in the first statement, 59.9% or the majority of respondents answered strongly agree with the statement that through fanbase accounts of NCT and/or WayV members or groups, respondents can find information about products sold by Tensayaa Group Order, starting from photo cards, merchandise, and others. The first statement also gets an average number of 4.46 where the number is included in the very high or very good (VH) category, therefore it can be concluded in this research that on Twitter social media there are many NCT and/or WayV fanbases that also have a role in disseminating information about the products sold by the Tensayaa group order. Whereas in the second statement, 51.50% or the majority of respondents answered strongly agree with the statement that through fanbase accounts of NCT and/or WayV members or groups, respondents can find information about positive experiences or good experiences from Tensayaa group order consumers. The second statement also gets an average number of 4.38 where the number is included in the very high or very good (VH) category, therefore it can be concluded in this research that Twitter social media has many NCT and/or WayV fanbases

which also have contribute to the dissemination of information about the positive experiences of Tensayaa group order consumers.

**f. Effectivity of Twitter as an electronic word of mouth media Tensayaa group order based on "economic incentives" dimension**

In the economic incentives dimension, the statements presented in the questionnaire are further separated according to the indicators from the economic incentives dimension, which are bundling price benefit and incentive. Based on the results of descriptive statistics, it is obtained a description of the respondents answers to the two statements regarding indicators of bundling price benefit and incentive. Furthermore, respondent views on the effectiveness of twitter as an electronic word of mouth media of Tensayaa group order based on the economic incentives dimension are presented in table 12 below:

**Table 12. Effectivity of Twitter as an electronic word of mouth media based on economic incentives dimension**

| No | Statement | Score | | | | | Average | Description |
|----|-----------|----|----|----|----|----|---------|-------------|
| | | SD | D | N | A | SA | | |
| 1 | Through Twitter, I can find out about the Bundling Photo Card promo held on the Tensayaa Group Order e-commerce | 2 | 0 | 10 | 77 | 138 | 4,54 | VH |
| | Percentage (%) | 0,90% | 0,00% | 4,40% | 33,90% | 60,80% | | |
| 2 | Through Twitter, I can ask various things to the Tensayaa Group Order without spending a lot of money or other cost | 1 | 3 | 14 | 51 | 158 | 4,59 | VH |
| | Percentage (%) | 0,40% | 1,30% | 6,20% | 22,50% | 69,60% | | |

Primary data processed, 2021

Statement number one is a derivative statement of the bundling price benefit indicator, while statement number two is a statement derived from the incentive indicator. From the data processing of respondents' answers as many as 227 answers, it was found that in the first statement, as many as 60.80% or the majority of respondents answered strongly agree with the statement that by using Twitter social media, respondents can find information about bundling promos held by Tensayaa group order on it's e-commerce. The first statement also gets an average number of 4.54 where the number is included in the very high or very good (VH) category, therefore it can be concluded in this research that Twitter social media also plays an effective role in disseminating information about promos carried out by Tensayaa group orders even if they sale on other platforms, this can also be done through electronic word of mouth dissemination. While in the second statement, as many as 69.60% or the majority of respondents answered strongly agree with the statement that with the use of social media Twitter, respondents can ask many things to the Tensayaa group order about their products without spending a lot of money. The second statement also gets an average number

of 4.59 where the number is included in the very high or very good (VH) category, therefore it can be concluded in this research that with the use of social media Twitter, respondents can easily get holistic information. directly from the Tensayaa group order without spending a lot of money. The costs incurred when calculated are the cost of buying gadgets and also internet quota.

**g. Effectivity of Twitter as an electronic word of mouth media Tensayaa group order based on "helping the company" dimension**

In the helping the company dimension, the statements presented in the questionnaire are further separated according to the indicators from the helping the company dimension, which are willingness to help and feedback awareness. Based on the results of descriptive statistics, it is obtained a description of the respondents answers to the two statements regarding indicators of willingness to help and feedback awareness. Furthermore, respondent views on the effectiveness of twitter as an electronic word of mouth media of Tensayaa group order based on the helping the company dimension are presented in table 13 below:

**Table 13. Effectivity of Twitter as an electronic word of mouth media based on helping the company dimension**

| No | Statement | Score | | | | | Average | Description |
|---|---|---|---|---|---|---|---|---|
| | | SD | D | N | A | SA | | |
| 1 | Through Twitter, I can feel the willingness of others to help with the publication of Tensaya's Group Order | 3 | 2 | 17 | 97 | 108 | 4,34 | VH |
| | Percentage (%) | 1,30% | 0,90% | 7,50% | 42,70% | 47,60% | | |
| 2 | Through Twitter, I can feel that other people can trigger awareness of Tensayaa's Group Order | 0 | 3 | 33 | 103 | 88 | 4,22 | VH |
| | Percentage (%) | 0% | 1,30% | 14,50% | 45,40% | 38,80% | | |

Primary data processed, 2021

Statement number one is a derivative statement of the willingness to help indicator, while statement number two is a derivative statement of the feedback awareness indicator. From the data processing of respondents answers as many as 227 answers, it was found that in the first statement, 47.60% or the majority of respondents answered strongly agree with the statement that on Twitter social media, respondents can feel the willingness of Tensayaa group order consumers to help promote Tensayaa group order. The first statement also gets an average number of 4.34 where the number is included in the very high or very good (VH) category, therefore it can be concluded in this research that on the use of social media Twitter, there is a lot of potential for promotion and dissemination carried out by Tensayaa consumer group order. While in the second statement, 45.40% or the majority of respondents answered agree

with the statement that by using Twitter social media, respondents can feel that other people or Tensayaa group order consumers can trigger awareness of Tensayaa group orders in various ways. The second statement also gets an average number of 4.22 where this number is included in the very high or very good (VH) category, therefore it can be concluded in this research that by using social media Twitter, Tensayaa consumers can trigger their followers or mutuals to be more aware of the existence of the Tensayaa group order.

**h. Effectivity of Twitter as an electronic word of mouth media Tensayaa group order based on "advice seeking" dimension**

In the advice seeking dimension, the statements presented in the questionnaire is according to the indicators from the advice seeking dimension, which is consumer review. Based on the results of descriptive statistics, it is obtained a description of the respondents answers to one statement regarding indicators of consumer review. Furthermore, respondent views on the effectiveness of twitter as an electronic word of mouth media of Tensayaa group order based on the advice seeking dimension are presented in table 14 below:

**Table 14. Effectivity of Twitter as an electronic word of mouth media based on advice seeking dimension**

| No | Statement | Score | | | | | Average | Description |
|----|-----------|-------|---|---|---|----|---------|-------------|
| | | SD | D | N | A | SA | | |
| 1 | Through Twitter, I can feel the reviews given by Tensayaa consumers are one of my considerations for buying Tensayaa products | 1 | 1 | 7 | 53 | 165 | 4,67 | VH |
| | Percentage (%) | 0,40% | 0,40% | 3,10% | 23,30% | 72,70% | | |

Primary data processed, 2021

Statement number one is a derivative statement of the consumer review indicator. From the data processing of respondents' answers as many as 227 answers, it was found that in the first statement, as many as 72.70% or the majority of respondents answered strongly agree with the statement that by using Twitter, respondents can see the reviews given by previous consumers of Tensayaa group orders affect purchases consideration made by the respondent. The first statement also gets an average number of 4.67 where the number is included in the very high or very good (VH) category, therefore it can be concluded in this research that Twitter is an effective social media to facilitate the process of electronic word of mouth ofTensayaa group order because many people can find many reviews from Tensayaa group order previous consumers and will affect the purchases consideration.

**3.2. Discussion**

Based on the research results that have been reviewed, it was found that social media Twitter is an effective medium for the electronic word of mouth process carried out in the Tensayaa group order business. Has an average value of research results at 4.51 where that number is included in the very high or very good category. The majority of respondents think that Twitter is an effective social media for conducting electronic word of mouth with

measurements that have been carried out by several dimensions which are reduced to several indicators and also derived statements. Based on the results of the research, it was found that statement number three had the highest average of 4.74, where respondents felt that they were helped to get information about the products sold by the Tensayaa group order via Twitter, respondents felt it was helped because there were many other consumers who also talked about Tensayaa group order products by uploading tweets in the form of testimonials and many of their followers retweeted it and also liked it so that consumer opinions quickly spread everywhere. Furthermore, in this research, it was found that the statement with the smallest average was statement number thirteen, with the number 4.22. The majority of respondents answered with a number of four or agree compared to strongly agree, but this average calculation still shows a very high or very good indicator. Respondents feel that through twitter, they can feel that other people can trigger awareness of the Tensayaa group order. Statement number thirteen has alowest value among other statements, this is because respondents still do not find that people really want to help raise awareness in the Tensayaa group order business.

Based on the results of the research that gave rise to positive results, the next step is for researchers to provide marketing strategy recommendations to improve electronic word of mouth from the Tensayaa group order business that occurs on Twitter social media. The strategies below will still be based on the theory of the electronic word of mouth dimension by (Hennig-Thurau et al., 2004), In the end, the recommendation for this strategy will also be reviewed by marketing practitioners through focus group discussions, the practitioners will also provide some relevant input to improve electronic word of mouth from the Tensayaa group order business.

Firstly, there is a strategy based on platform assistance dimension, that Twitter is a platform or media that helps run electronic word of mouth more effectively and can be done anywhere. Knowing that Twitter is an interactive media, the strategy that can be taken by Tensayaa is to use the Space feature on Twitter and do it at intervals of once a month. By doing Space, Tensayaa group order followers or consumers can feel closer to the Tensayaa group order itself. The owners of the Tensayaa group order, namely Sasa and Aya, can host and co-host the monthly Space session by carrying out different themes, for example carrying the theme of Korean idols such as NCT or WayV who often hold come backs per unit, or do Space regarding daily life, especially school life, as well as some tips and tricks considering Tensayaa's consumers and followers, most of them are still a high school students, as well as various other themes that are in accordance with the Tensayaa group order market segmentation. If the business owner feels stuck on the theme of the space to be brought, of course they can conduct a tweet polling system to find out the interest of Tensayaa's followers or consumers or do random tweets to ask what followers want to know about more.

Second, there is a strategy based on the dimension of concern for other consumers, where the Tensayaa group order party can upload a tweet asking how Tensayaa group order consumers who have purchased and made transactions at the store can succeed in making claims or winning war photocards or merchandise. By uploading a tweet like this, of course, it will trigger previous consumers of the Tensayaa group order to reply to the tweet and provide recommendations for providers that are not slow for potential consumers, give tips and tricks on how to send direct messages quickly, as well many other suggestions so that potential consumers can win the photo card war. There will be a lot of interaction,

considering that sometimes there are many previous consumers who often offer to help with war services or claim photo cards or merchandise to the newbie consumers. With the interaction of replies to this type of random questioning tweet, it will create the impression of caring between one consumer and another.

Third, there is also a strategy based on the dimension of expressing positive feelings, where the Tensayaa group order party can upload a tweet about other random questioning with a focus on knowing the unique selling proposition of the Tensayaa group order itself. The Tensayaa group order party can ask their consumers or Twitter followers about what is the most memorable from the Tensayaa group order, what is the specialty of the Tensayaa group order, what makes consumers and Twitter followers of the Tensayaa group order so fond of war photo cards or merchandise, and also including hopes and suggestions for the sustainability of Tensayaa's business in the future. Of course, uploading tweets about these things has been packaged with copywriting that is in accordance with the Tensayaa group order consumer segmentation. By uploading the tweet, you will get interactions about positive experiences, positive feelings, and how past consumers give so much trust in the Tensayaa group order business.

Fourth, there is a strategy based on the social benefits dimension, which in this dimension also involves a third party, which is a Twitter fanbase or menfess account from the South Korean boy group NCT or WayV. Fanbase and Menfess accounts are included in the virtual community of NCT or WayV fan groups. Where the Tensayaa group order can cooperate with parties related to product promotion and soft selling from the Tensayaa group order business. It is hoped that the fanbase and menfess will help with the publication process when the Tensayaa group order will do a photocard war and ask its followers to retweet or press likes on related tweets. Especially for menfess accounts, this can be supported by one of the conditions so that followers can get follow backs from related menfess accounts, they are also required to retweet the tweet content related to the Tensayaa group order and require followers to follow the Tensayaa group order Twitter account. In addition to helping Tensayaa in product publication, the fanbase and menfess can also do soft selling by uploading tweets about group order recommendations that trigger a lot of replies from their followers, but this is actually only to lead them to the next tweet that will appear in a thread that group orders with high credibility and many testimonials are Tensayaa group orders, of course from conversations between one consumer and other consumers will directly increase electronic word of mouth in the Tensayaa group order business.

Fifth, there is a strategy based on the economic incentives dimension, where in this dimension the Tensayaa group order party can provide promos to someone who does electronic word of mouth by using the template that has been given and needs to mention a number of individual twitter mutuals. By implementing this strategy, of course, more and more people are more aware of the existence of the Tensayaa group order business and there is also a lot of electronic word of mouth process happening in it considering that there is encouragement from consumers or Twitter followers of Tensayaa group orders to get product discounts or bundling price promos.

Sixth, there is a strategy based on the helping the company dimension, where in this dimension Tensayaa can ask for help for its consumers who have successfully made photo card transactions, as well as merchandise from the Tensayaa group order store to do a testimonial via tweet by inserting a hashtag. An example of a hashtag idea for example, is

#MenangWarTensayaa (I'm the winner of photo card war at Tensayaa). Because not one or two people feel proud when they succeed in making transactions on the Tensayaa group order, but there are lots of people who do wtp tweets (want to pamer [show off]) that they have managed to get rare items or are coveted by many people at very affordable prices or inexpensive. By adding hashtags to related tweets, consumers will indirectly help the Tensayaa group order to be more easily found by people.

Seventh, there is also a strategy based on the advice seeking dimension, where in this dimension the Tensayaa group order party can create a thread or long tweet on Twitter regarding interactive frequently asked questions that are placed in the pin section, where in this session Tensayaa consumers or followers who have other perspectives regarding the answer to a question prospective customers are allowed to add. This thread contains information about the concept of the group order itself, the war photo card system or merchandise, why the goods sold by Tensayaa can have very much cheaper prices compared to its competitors, as well as various testimonials from Tensayaa consumers. Where in this tweet, consumers can usually reply by providing testimonials along with photos of merchandise and photo cards that each consumer has successfully obtained. With this, prospective consumers and ordinary people can seek more information about Tensayaa group orders.

In addition to providing some strategic recommendations, of course, a focus group discussion was also conducted with three marketing practitioners, namely Budi Hermawan, Eva Argita Indrianie, and Irene Anindita. After the researcher explained about the marketing strategy design to improve Tensayaa's electronic word of mouth and also conducted brainstorming, several practitioners agreed with the proposals that the researchers had designed above. In addition to the strategy design proposed by the researchers above, practitioners also have other inputs to help improve the electronic word of mouth business of Tensayaa group order on Twitter social media. First, there is a suggestion from Irene Anindita that it is better for Tensayaa group orders to also cooperate with kpop influencers or Tiktok celebrities who often review Kpop goods, so that Tensayaa's awareness can increase and more people know about the existence of Tensayaa group order business. It is also known that Kpop fans, including boy groups NCT and WayV, are also most commonly found on social media Instagram, Twitter, and also TikTok. So that it can be done in collaboration with influencers who do have channels on that three social media. Second, there is a suggestion from Eva Argita Indrianie that Tensayaa in the future can create content that has a visual focus, so that Twitter of Tensayaa's group order have a more serious impression and can attract more people to shop at the store. Mrs. Eva also gives the opinion about the content that can be created can be by uploading videos with the theme "Get to know about Tensayaa [behind Tensayaa group order, Our Home]" where the contents of the video can be filled with contents of Tensayaa's business operational processes such as packing products, doing tax recaps, visiting the expedition, and much more. It is hoped that with this content, more people will feel that Tensayaa is really serious about running their business and have more trust in the Tensayaa group order store. Third, there is a suggestion from Budi Hermawan, is to do a special give away for Tensayaa group order customers, on the condition that they also have to provide testimonials about transactions made on Tensayaa group orders, thus this strategy can also make customers more loyal because they get more privileges compared to regular

followers. With consumer tweets containing testimonials, more and more people will know about the credibility of the Tensayaa group order.

## 4. Conclusion

Technology that is increasingly developing is a clear example that businessman/woman or marketers must be prepared for dynamic and fast changes. In terms of technology, of course, there is social media that can be a platform for businessman/woman to further promote their business. One of the most impact marketing processes for business people is electronic word of mouth. In the Tensayaa group order business which is carried out on Twitter social media, electronic word of mouth takes place effectively and falls into the category of very good or very high assessment. The measurement of how effective electronic word of mouth occurs on social media can be measured from various dimensions, such as platform assistance, concern for other consumers, expressing positive feelings, social benefits, economic incentives, helping the company, and advice seeking. Research has been carried out on consumers or Twitter followers of Tensayaa group order regarding the effectiveness of electronic word of mouth on social media Twitter Tensayaa group order through a questionnaire with the seven dimensions that already mentioned. From the seven dimensions, the results were found in the category of very high or very good scores. Where this is one of a proves that Twitter is an effective media for conducting electronic word of mouth processes in the Tensayaa group order business.

There are several proposed strategies to improve electronic word of mouth in the Tensayaa group order business on Twitter. This proposed is also based on the seven dimensions of the reference theory in this research, the proposed strategies are, conducting a live space at intervals of once a month, where this live space can make Tensayaa customers or Twitter followers feel more familiar and closer to Tensayaa's business, then the Tensayaa group order can also conduct random questioning tweets to provoke conversations between one consumer and another, where this can expedite the existing electronic word of mouth process, besides that the Tensayaa group order can cooperate with other parties such as fanbase or menfess of NCT or WayV to do further publication and also do soft selling. The Tensayaa group order party can also carry out special promos for consumers who have purchased their products to increase their loyalty to the Tensayaa group order. The use of hashtags also makes it easier for people to find information about Tensayaa group order products and businesses. To improve consumer learning, Tensayaa group order can also create threads regarding interactive frequently asked questions that also involve Tensayaa group order consumers. After the researchers proposed various marketing strategy, there were also marketing strategy proposed that came from various marketing practitioners. Among them are to collaborate with influencers or Kpop merchandise reviewers on Twitter, Instagram, and TikTok, then create content behind the Tensayaa group order business, and also hold a conditional giveaway which will certainly increase the electronic word of mouth of the Tensayaa group order business.

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