Abstracts

When the customers want to be assumed as fully individuals, the marketer must be more humanist in marketing. The system needed is marketing strategy called New Wave Marketing. Promotion focuses on event as the primary power, that is involving public directly in that event (brand activation), that enhance the outcome of brand penetration process to public (public psychology affected by communal). This New Wave Marketing principle is adopted by Djarum Black as tools to build its brand. Regarding that community, the topic of this research is The Analysis of Brand Community Influence towards Word of Mouth on Black Motor Community

The population of the research is the entire Black Motor Community in Indonesia. Numbers of samples are 130 that fulfill the criteria of data analysis using Structural Equation Modeling (SEM) in AMOS 19 software. The data analysis employs SEM's seven steps by Hair et.al.

The data analysis results indicate that model become fit by correlating two errors on the Brand Community construct. Goodness of fit model is revealed by Chi Square, GFI, Cmin/df, RMSEA, TLI and CFI. However the AGFI model is declared marginally fit. Hypotheses test indicates that Brand Resonance and Emotional Branding have significant effect on Brand Community. And Brand Community has significant effect on Words of Mouth. The result of this research indicates that event can become an effective tool in marketing, to promote the number of the new product user.

Keywords: Brand resonance, emotional branding, brand community, words of mouth, Black Motor Community

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