The Role of Word of Mouth on Strengthening Brand Positioning: Study The House of Raminten as “Angkringan” Traditional Modern in Yogyakarta

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Abstract

The background of this research is the various culinary or natural site attractions in many cities in Indonesia which offers all sorts of experience that attract local tourist. One which comes to our attention is local foods that serve as a “culinary tourism” that offer an exotic’s view. Second biggest city in Indonesia, Yogyakarta is one of a main tourism destination for both of local tourists and foreign tourists which mostly arrived during the holidays. Yogyakarta is famous for its food it is considered a must in culinary tourism, they are eager to try the specialty culinary in this area or foreign tourists, The House of Raminten has the best to offer. The House of Raminten is the only one who has fuses the traditional and modern concept in Yogyakarta. Recognizing the importance of brand in customer’s mind, Management of The House of Raminten tries to develop a particular brand positioning namely “traditional modern angkringan concept” as a strategy for diversification among competitors. These are considered very intresting in academic perspective as how the branding strategy made a very well ahead in the market. For both of local tourists and foreign tourists, The House of Raminten is known through information that spread from individual to other individual or individual to group. The process which is known as word of mouth plays effectively in the marketing. The purpose of this research to know how the role of word of mouth on strengthening brand positioning in The House of Raminten. This research used theory: word of mouth’s concept in marketing communication, target segmentation and brand positioning. The method of this research used qualitative method. The results of this research is the role of word of mouth on strengthening brand positioning very high and strongly although other promotion can strengthen brand positioning indirectly.

Keywords: word of mouth, strengthening, brand positioning

Introduction

Background

Currently several cities in Indonesia offered diverse interesting attraction for local tourists to come the city such as an uniqueness a food that become culinary tourism or view tourism that offered exotic view and so forth. Culinary (or Gastronomic) tourism is refers to trips made to destinations where the local food and beverages are the main motivating factors for travel (http://www.onecaribbean.org/content/files/CulinaryCaribbeanNicheMarkets.pdf).

Yogyakarta is one of main destination for both of local and foreign tourist moreover when holiday season arrived; recorded in last December 2016 all visitors that came to Yogyakarta increased as much as 15% (http://jogja.tribunnews.com/2016/12/14/length-of-stay-rendah-targetkan-spending-tinggi-dari-wisatawan?page=1). Natural beauty of both mountain and the sea as well as people’s hospitality are being attraction for the visitor to come back here, plus all of culinary that offered with low prices.

Yogyakarta is known for its culinary tourism, this is why they come to Yogyakarta as Head of Yogyakarta’s Tourism Department, Mr. Aris explained tourist has its purpose...
to taste culinary in this area (http://jogja.tribunnews.com/2016/12/14/length-of-stay-rendah-targetkan-spending-tinggi-dari-wisatawan?page=2). It is no wonder if culinary business grows rapidly in Yogyakarta from small street hawker to culinary Restaurant. Angkringan is one of characteristic from Yogyakarta. Angkringan is food stall selling rice, side dishes and drinks at very cheap prices (https://www.yogyes.com/en/yogyakarta-culinary/angkringan-lik-man/). One of famous angkringan in Yogyakarta is The House of Raminten. The joint earns its local title of “Nyentrik” angkringan from Yogyakarta which means eccentric. The traditional modern’s concept of distinguish this place with another angkringan around Yogyakarta as well as presented strong local ambience and shades of Javanese culture to the visitors.

![Figure 1 Parking Area of the House of Raminten](image1)

![Figure 2 the Situation of the House of Raminten](image2)

So far, The House of Raminten established for almost 9 years and there was an increase in the number of visitors. As Mr. Hamzah, the founder of The House of Raminten speaks about the growing business said that since this angkringan opened, the place never changed its concept significantly for years. But for market segmentation, The House of Raminten has become the traditional modern’s concept that a unique, antique and elegant with all the nuance of Java. This concept then is likely positioning statement in the consumer’s mind as a brand of The House of Raminten. Strengthening its brand positioning as one of an effort to increase The House of Raminten’s existence in competitive culinary business in Yogyakarta causes the brand in capable to be
distinguished among competitor. Basically, brand positioning can be seen from two points of view, the first is seen from marketers, about how the way to promote and introduce brand to consumer, secondly is brand positioning from the consumer, called as their perception to the brand.

Brand positioning is to implant goods and services in consumer’s minds, therefore the need of uniqueness will set up an excellent branding differentiation from various products. In theory, brand positioning consists a lot of communication element. Brand positioning for service communicates its characteristic of the services. Beside that, one of the way to increase customer’s loyalty by re-strengthen brand positioning that has been considered to grow the trust and customer’s loyalty stated by Gunawan (2013, p.137). The background of brand positioning is to create the image about how consumers in different market segmentation perceiving the products or services.

For both of local and foreign’s tourism, The House of Raminten is known through information that was spread across from individual to other individual or from individual to the group to expedite spreading the information, which is called as word of mouth. Currently, word of mouth preferred to believe because this communication toward the right target audience such as friend, peer, relative and surrounding environment then becoming more effective as through from someone who can be trusted. Communication media like word of mouth communication can achieved the right target as per proper market segmentation.

The strength of word of mouth communication can influence consumer’s decision to use and or buy the goods or services. The messages from word of mouth communication in Indonesia enter as major consideration in decision making in use and or buy the goods or services. As stated by Zeithain in Viglia dkk (2016) that word of mouth communication can be a source of information before somebody buy something and growing their interest in buying.

Opinion to someone who has experience the goods or services can provide an input to other with different experience with the same products. The influence of word of mouth communication can change consumer’s decision and sometime direct them to try and visit The House of Raminten.

Customer’s experiences about the goods or services will be told to friends, peer, relative and surrounding environment and set up brand image and then commented by word of mouth either good things or the bad things about that goods or services. If the restaurant has good image the sales will increase significantly and earn the people’s trust as a result they will come back to that restaurant routinely.

The researcher’s interest to see from the marketers’s perspective based on the successfull management of The House of Raminten in positioning themselves as Angkringan traditional modern in many variety of culinary that choose develop about modern’s concept. In addition, traditional modern’s concept according to researcher is one of the conditions to maintain cultural’s value the lost by globalization in order to grow and practice about defense country’s concept. By keeping this concept indirectly owner from The House of Raminten would like to show cultural’s value from Java that shown through the Angkringan’s interior and atmosphere.

Actually a lot of reaserch that expose about Angkringan the House of Raminten in order of successfullness this angkringan and become one of the best culinary tourism
in Yogyakarta. This angkringan also become the icon from Yogyakarta. Several researches discussed about image of the House of Raminten to buyers decision, the influence of restaurant atmosphere to brand image the House of Raminten in Yogyakarta. But several researches that have been conducted about the House of Raminten, the researcher can not found out research that discuss about target segmentation and brand positioning of the House of Raminten therefore important in researcher’s perspecteve to know more about target segmentation and brand positioning from the House of Raminten. Refer to the explanation above, the researcher interested to do the research with title The Role of Word of Mouth on Strengthening Brand Positioning (Study: The House of Raminten as “Angkringan” Traditional Modern in Yogyakarta).

Formulation of the Problem
As per explanation above, therefore formulation of the problem in this research is how the role of word of mouth on strengthening brand positioning (study: The House of Raminten as “Angkringan” traditional modern in Yogyakarta).

The Purpose of Research
The purpose of this research is to know how the role of word of mouth on strengthening brand positioning (study: The House of Raminten as “Angkringan” traditional modern in Yogyakarta).

Literature Review
Word of Mouth’s Concept in Marketing Communication
Kotler and Keller (2012) stated marketing communication means by which firms attempt to inform, persuade, and remind, consumers directly or indirectly about the products and brands they sell. In a sense, marketing communications represent the voice of the company and its brands they are a means by which the firm can establish a dialogue and build relationships with consumers. There are eight parts of marketing communication, one of them is word of mouth communication (WOM). Kotler and keller (2012) explained Word of Mouth is People-to-people oral, written, or electronic communications that relate to the merits or experiences of purchasing or using products or services, so in Word of Mouth’s concept every individual potentially become marketer, the condition has a positive and negative impact. The cost for media planning has positive impact that can be allocated to other planning while the negative impact; marketers cannot control the message of their products.

Public is more trusted Word of Mouth than commercial advertising on television, radio, newspaper and magazine because it comes from personal experience that is free from from interest of company. Zeithaml et al in Shi et al (2016) stated Word of Mouth or oral communication is one of the factors that influence the expectation of the consumer at the customer level. Consumer expectation is to obtain the best products and services. So that Word of Mouth is informal communication between consumer and other consumer about a product and service. Yu and Tang in Virvialite et al (2015) stated that the characteristic word of mouth communication is vividness and usefulness; affect the consumer intention to acquire the goods a lot. Yu and Tang in Virvialite et al (2015) explained Word of Mouth of message vividness encompass the determination of speaking tone, richness of language and clarity of communication.
(body language and eye contact), and the Word of Mouth of usefulness is linked to the aspects of the message content and used, the strong word of mouth communication of the sender is important for usefulness because it includes the usage of persuasive words or phrases.

According to Sernoviz (2012: 19) there are five basic elements of Word of Mouth, namely:

1. Talkers are as communicators who have enthusiasm as well as connect with other individuals (friends, family, co-workers etc).
2. Topics is a message delivered by talkers (communicators) associated a brand.
3. Tools are the equipment or communication channels used by talkers in delivering topics. Tools in this research is Word of Mouth.
4. Talking part is the participation of others in the conversation as an effort to build or develop and maintain a brand.
5. Tracking is supervision made by the company to anticipate the negative Word of Mouth.

Market Segmentation

Muhammad et al (2011), consumers are not equal. They (more) explines each costumer has distinctive disposed behaviors to choose or decide what products are consumed. To understand consumer, marketer need to have market segmentation, it will facilitate them to analyze consumer and find similarities. Then marketer will be able to create homogeneous costumer.

Kasali in Setiadi (2010) reveals that segmentation is a heterogeneous process of brain-shaping the market into potential consumers who have togetherness needs and similarities of characters that have the same response in spending their money. It can be concluded that to succeed marketing segmentation strategy is necessary to enable marketers to set a company goals. The next stage after market segmentation is target market, marketers are required to research for determining the needs or desires of their customers, which in this research, the market segmentation of the House of Raminten actually all quarters but preferably aged 17-35 years.

Brand Positioning’s Concept

The concept of culinary brand is a important market stategy that can distinguish to other product. Kennedy and Soemanagara (2006:109) state brand can be called “labelling”, then Straub dan Attner explaine brand is name, symbol, design, or combination of them that identifies the good or services of a company. To penetrate the market and to strengthen products and services are by using branding. Thus, It can be interpreted as an attempt to strengthen the position of the product in the minds of consumers by adding equity from the name of a set of products.

Although positioning is a strategy of communacation related to how audiences put a brand or company product into their brain it has a certain assessment (Morissan, 2010:7). In line with Morissan, Ries and Trout (1998) in Sehrawala (2015) positioning is not what you do to a product, positioning is what you do to the mind of the prospect with communication process. Kaprefeer in Carlsson and Linando (2012) explaining process in positioning, the first step is to decide to what category the brand
should be associated with and the other step consists of finding the brands significant difference in comparison with the other products and brands on the chosen markets. From the statement, it can be concluded positioning a brand is one way for a company to make a financial profit because the brand can affect consumer buying interest.

Kaprefer in Carlsson and Linando (2012) revealed brand positioning determining the development of a business in the marketplace, through positioning implies a distinctive feature of a brand to make it different and attractive with the others. Aaker in Saagar dkk (2011) revealed that brand positioning as part of the identity and value proposition, which actively communicates with the target market. This expression reinforces that in a culinary business situation that would be competitive inevitably encourage marketers to carve the trademark so that the brand is able to influence consumer decisions.

In order to, a brand can definitively described in its position must to focus on the four formulations that are related to maximize its superior brand's positioning in market. Kaprefer (2012) formulate four concepts that must be considered by each marketer in order to create the accuracy of the positioning of a brand, which consists of (1) a brand for what benefit this refers to the brand promise and consumer benefit aspect, (2) a brand for whom this refers to the target aspect example Raminten target is consumers aged 17-35 years, (3) a reason this refers to the elements, factual or subjective, that support the claimed benefit and the last is a brand against whom (competitive context). In this research more focus on a brand for what benefit refers to the promise of brand and consumer benefits, which is through positioning a brand, able to create value and answer consumer expectation to a brand through word of mouth communication.

**Conceptual Framework**

Tax in Shi dkk (2012) stated that word of mouth divided become negative and positive’s category. That category can not handled by marketer therefore marketer’s task not attempts to control the perception about good and bad of brand but how marketers create positive brand position, so to create positive word of mouth, the marketers need to concern about five aspects stated by Sernizer, in order to strengthen brand position in customer’s mind. Refer to Keprefer in this research, brand position intended by researcher was focused on benefit for customers, its mean by word of mouth can answer the customer’s expectation to the brand positioning’s concept from angkringan the House of Raminten. Refer to explanation as per above, the conceptual framework of this research as per below figure 3:
Research Methodology
Research Method
In Ahmadi (2014) stated by Denzin and Lincoln (1998:8) qualitative is about an emphasis on the process and a meaning that is not being tested or measured exactly in term of quantity, the numbers, intensity or frequency. Qualitative’s researcher is emphasizing the nature of reality in social construction, intimate relations between researchers and what they learned, situational obstacles that forming inquiry.

Data Collection Technique
Data collection technique in this research used three techniques, namely in depth interview, documentation and data validity. These three techniques can complementary information or necessity of data to process analyze the role of word of mouth in strengthen brand positioning in Angkringan the House of Raminten. This data collection technique in this research can be divided through primary data and secondary data as per below :

In this reasearched based on the acquisition’s method and data source so that divided into :
1. Primary Data
   Stated by Umar (2011:42) primary data is data that find by the first source both
of individual such as result of in depth interview or result of questioner done by the researcher. In this research, the researcher obtained the data or direct information by using the set instruments. This data as per below:

In Depth Interview
Primary data collected by in depth interview. In depth interview is data collection’s method or information by directly via face to face with the informant in order to gain the complete data and in depth. This interview done by intensive and highly frequent (repeatedly) statedy by Kriyantono (2008:100). In this research, the researcher interviewed Mr Hamzah as owner of the House of Raminten, Manager of the House of Raminted and 3 customers of the House of Raminten. Sorting 3 customers of the House of Raminten randomly is one of attempt to do checking in order to validity of interview result data. The researchers sorted only 3 customers of the House of Raminten due to as per researcher’s perspective these 3 customers of the House of Raminten already represented the interview’s result.

Observation
Observation interpreted as an activity to observe directly without any a mediator an object to see closely the activity to the object. This technique demanding observation of researcher either directly or indirectly towards an object’s research stated by Kriyantono (2008:108).

2. Secondary Data
Secondary data is data that collected from the book, written material or from result of previous research that relevant with the purpose of research. This secondary data can be collected by literature study both of documents or documentation.

Data Analysis
Data analysis as per Patton is process to arrange about data’s sequence, organize to some pattern, category and the discussion unit basic as stated by Moleong (2004:103). Data analysis process started with all available’s data from various sources, such as in depth interview, field observation, and literature study. In qualitative’s method, data can be collected from various sources by using various data collection technique (triangulation data). Miles and Huberman (1984) stated that activity to data analyze there are three steps namely data reduction, data display and conclusion in Sugiyono (2008:246).

Results
The House of Raminten as Angkringan Traditional Modern
Strated from beginning, in early 2008, the House of Raminten had three changed concept. Transformation concept basically based on the current’s market behavior. In first year of the founding the House of Raminten, they positioned themselves as simple angkringan with target audience namely angkringan’s customer in generally. But in 2009, the House of Raminten’s target audience focused on the range age of 17-35 years by introduced herbs as a healthy beverage that not only consumed by women and or...
people who are experiencing health problems. Mr. Hamzah as an owner and founder from the House of Raminten positioned herbs not only as a beverage efficacious but it has a good taste and could be enjoyed when relaxed with family. But unfortunately, business of traditional herbs not long last, as per observation by team of the House of Raminten, Yogyakarta’s tourism grew rapidly, in 2010 the House of Raminten expanded their market segmentation, not only limited for teenager instead of all target audience with traditional modern’s concept.

Traditional modern’s concept implemented by the interior design or atmosphere landscape, that refer to three keywords, unique, antique and elegant. These three words can represented the House of Raminten’s atmosphere, likely the customer presented with strong local ambience and shades of Javanese culture started from exterior design to interior design. In front of the House of Raminten, the image of women that use Java’s traditional dress included sanggul, while in interior designed traditionally, for example the building designed with unique and traditional architecture with we called as kereta kencana, dokar, and statue also alunan gamelan. Not only room decoration, strong local ambience and shades of Javanese culture also shown by waiter’s appearance. They used kemben, vest and jarik that style of Batik’s Java. All these things make the House of Raminten become something uniqueness’ place in Yogyakarta.

The uniqueness also highlighted on the menu and dish that unique and nyentrik such as their special menu, called as “Sego Kucing”, “Sego Kucing” is one of the special menu that served with small portion of rice similar with food for cat. While modern’s concept namely to create angkringan in the modern and elegant’s concept.

On the way to build the House of Raminten, Mr. Hamzah never uses the commercial media to announce and introduced the House of Raminten to the public. According to his statement, the House of Raminten’s promotion just happened based on customer’s experiences who ever come or visit the House of Raminten in Yogyakarta. It means that every customer potentially as a promoter to attract potential customer to visit the House of Raminten in Yogyakarta. The term of gethok tular or word of mouth communication play an important role for the success of the House of Raminten become one of icon the wonderful Indonesia.

The customer recommended friend, peer, relative and surrounding environment related with the existence of the House of Raminten in Yogyakarta, such us through message about the House of Raminten’s concept with theme traditional modern’s
concept. This message received by the communicant therefore become an input to create their expectation to traditional modern’s concept in the House of Raminten, this statement has been proved by the researcher through in dept interview to the House of Raminten’s customer. Most of the House of Raminten’s customer is local tourist and foreign tourist has been scheduled their tour to the House of Raminten, information about the House of Raminten obtained through recommendation from friend, peer, and relative or search on the internet.

Refer to customer’s information; the House of Raminten formed one perception related with the House of Raminten, namely traditional modern’s concept. This means that the position of the House of Raminten has been created in the customer’s mind although before they come or visit the House of Raminten. Recognized the House of Raminten equals with recognizes the culture of Java combined with shades of modern. This concept is the main stimulus for customer because of the differences shown by the House of Raminten through the medium of communication by word of mouth.

The Role of Word of Mouth on Strengthen Brand Positioning The House of Raminten

Word of mouth is one of marketing communication’s type which informally used by the marketers, in this system a marketers is not central information about their products. Word of mouth involving customers or visitors to be promoter to attract another customer or visitor, through a review or recommendations to friends, peer, relative or face to face to the public up to a virtual. This indirectly situation make the marketers cannot control the message which might caused both of negative or positive messages.

Considering the messages by Word of Mouth cannot be controlled by marketers, then marketers should be able to use Word of Mouth as the phenomena that have benefits for them to prepare a unique concept, quality products to service as the effort to create positive Word of Mouth on a brand. Brand for a product is very important things; brand can represent the quality of a product. Not only that, through the brand, the customer can see the difference a product by their competition. Brand or labeling should get position in customer’s mind. That means when a product mentioned quickly the customers can recognize or identify the characteristic of these products. Brand Positioning in customer’s mind means inherent a brand through creating meaning, brand’s concept offered is a pledge and benefits to consumers therefore to create high expectations for them through creating an excellence’s brand as an effort to summarize the position and the essence of the brand.

A strengthen on brand positioning through Word of Mouth particularly in the House of Raminten has an implemented for a long time, the role of Word of Mouth very strong against brand of the House of Raminten’s position in Yogyakarta. Many visitors to come to the House of Raminten on a such by a stories from their friends related to the angkringan traditional modern’s concept the House of Raminten. That means the consumer’s perception has formed by the Word of Mouth’s activity that has been delivered by a communicator or talkers.

Sernoviz (2012) stated related to the effectiveness of Word of Mouth can be represented through this research, talkers are visitors who delivered value or concept that offered by the House of Raminten through the Word of Mouth. Recommendations
from them input for the potential’s customer therefore to create expectations about the House of Raminten can be answered if the customers directly visit the House of Raminten. After visiting the House of Raminten, a visitor potentially become talkers for the new consumer, this phenomenon is like chain forever that is visitors always potential to be talkers.

To anticipate the brand position always inherent to visitor’s mind, it need to evaluate or supervision related to the perception of consumers on their angkringan’s concept. Moreover on the culinary’s business more competitive, consumers are pampered about the culinary’s business indirectly as easy to try new products. In the case of the House of Raminten, according to Kotler and Keller (2012), through Word of Mouth about traditional modern’s concept they represented by the atmosphere then sent by visitor’s messages to the public. Two ways communication that happened through Word of Mouth can provide input for visitors to visit angkringan the House of Raminten based on the communicator’s suggestion. The success Word of Mouth on a communication marketing carried out by the House of Raminten actually can not be separated from the maturity the House of Raminten’s strategy.

A major role of Word of mouth in creating brand positioning in consumer’s mind in the House of Raminten encountered from their characteristic’s contribution, as stated by Yu & Tang in Virvilaite and friends (2015) Word of Mouth’s characteristic namely interesting and usefulness also can affect the consumers. An interesting and usefulness’ message that applied by The House of Raminten can increasing the role of Word of Mouth. An interesting seen by message of diversity, the role of message very strong to determine consumer’s perception of consumers on a product. Formerly can be seen in the result of research namely through non verbal message from the House of Raminten who has represented position in consumer’s mind such as through the atmosphere and services that represented traditional’s concept but not leave the modern’s concept. While usefulness can be seen from the frequency, the number of people, with whom sender send the information to communicate and the number of information.

The Word of Mouth’s characterisct can contribute not only to interest buy but strengthen on brand positioning in consumer’s mind, as long as the marketers understand or meet the expectation as per previous explanation. More in discussing about concerning the characteristic of interesting’s message, marketers in this situation we called as The House of Raminten’s management reprenstend by services and atmosphere will be transmitted by communicator as recommendations with a clear’s message that the concept in the House of Raminten described as traditional modern’s concept. Another strong characteristic for word of mouth is the frequency of users, in this case the user seen as a consumer who became communicator (talkers) in giving the recommendation (topic). Therefore the high frequency to visiting the House of Raminten more likely consumers to give recommendation to others.

It is important to note that brand position in consumer’s mind appear through expectations of the visitor’s recommendation, brand position can be strengthened when many people are talking about that brand. Based on the research how to communicator
recommend the House of Raminten as culinary icon in Yogyakarta to represent culture of Java, indirectly give desire to consumers to try this culinary in Yogyakarta.

Besides Word of Mouth’s characteristic on strengthen brand positioning the House of Raminten, marketers namely the manager and or owner of the House of raminten must also understand how to strengthen the brand position through Word of Mouth. The marketers should be concerned about brand positioning itself, it means that not only focused on th product but focus through how position a product in consumer’s mind in order to increase consumer’s interest to visit the House of Raminten. In addition need to be an attention in creating or positioning a product is not something instant but havin steps in positioning as Kapferer said in Carlsson and Linando (2012).

As per researcher’s perspective, the House of Raminten have been through the steps, before applying Word of Mouth as medium promotion, the House of Raminten have done an early positioning stage. The first step that carried out by the House of Raminten is decided brand’s category such bring the traditional modern’s concept, after determining the House of Raminten's brand, next stage to find a difference concept as distinguishing from their competitor. The role of Word of Mouth happened after marketers apply that stage, the content of message from communicator can represent the concept that has been set by the marketers. Based on interview and observation’s result, can be drawn the conclusion of this research is the role of word of mouth on strengthening brand positioning very high and strongly although other promotion can strengthen brand positioning indirectly.

**Conclusion**
In Indonesia’s culinary industry, word of mouth’s concept is not something new; highly competition put pressure for marketers to do creative strategy start from planning to use proper media with purpose to creating the awareness. Many culinary industries used word of mouth’s concept. Can be seen in various areas, culinary industry use customer’s experience as material recommendation.

This is not openly spoken by business owners, but through the best services to the excellence interior design can give a stimulus for customers to tell about their experiences to potential customers. Based on interview and observation’s result, can be drawn the conclusion of this research is the role of word of mouth on strengthening brand positioning very high and strongly although other promotion can strengthen brand positioning indirectly. Not only up to an effort to strengthen brand positioning to consumer but in this research also would like to more describe about communication’s media from word of mouth that can reach the right target with target market and target audience as per the House of Raminten’s target segmentation.

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