

Combining Marketing Strategy Of Word Of Mouth And Mix: The Existence Of Home Businesses Kembang Rose

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ABSTRACT

A home-based business (Home Industry) is a type of enterprise that operates mainly from home, often started with limited capital and offering time flexibility as well as lower operational costs, covering various sectors such as culinary, digital services, crafts, and online trade, making it a popular solution for SMEs to add income or become a primary source of income. The home Industry rose flower industry is a local product that has become an icon of a certain area. This product has its own appeal, such as uniqueness linked to the area and a marker for those who have visited that region. In order for the product to be known, there is an important role for strategies in introducing the product. The purpose of this research is to present strategies that are commonly used. This study uses qualitative research by conducting interviews and questionnaires with an in-depth Likert scale, and the analysis used is descriptive statistics. The results of this study indicate that WOM strategies and the marketing mix serve as a combination in carrying out marketing strategies so that products can be recognized by a wide range of audiences. This research has proven that this combination successfully makes the product widely known (brand awareness). Future research may test the combination of WOM and the marketing mix that shows the right and effective measures in driving the audience to the purchase decision stage (conversion) or even brand loyalty.

Keywords: *kembang rose, marketing mix, word of mouth*

INTRODUCTION

Driven by high public interest in unique, high-quality snacks, Indonesia's culinary industry continues to grow rapidly. Traditional foods, especially crackers, have become a cultural component of the diet. However, there is still much room for innovation in cracker products. (Riccardo & Santosa, 2023) Modern consumers are looking for something new and different, as most crackers on the market have the same taste and quality.

To capitalize on this opportunity, we are introducing kembang rose Crackers, a creative snack that combines the crispy taste of crackers with the fragrance and flavor of roses. This product not only offers an unexpected and



unique taste, but also has great potential to become a new iconic specialty food. The purpose of creating kembang rose Crackers is to meet the market demand for premium snacks that have a story and aesthetic value behind them.(Ani, 2025) the Producer believe that customers seeking products with strong quality and identity will be highly attracted to this unique feature.(Artanti & Adinugraha, 2020)

A more organic, effective, and cost-efficient approach is needed for conventional marketing that relies on large-scale advertising. Word-of-mouth marketing (WOM), is one of the most effective and relevant strategies in this situation.(Buchori, 2020) WOM is a personal recommendation given by satisfied customers to others. Undoubtedly, WOM is highly effective because it comes from sources considered trustworthy, such as friends, family, or acquaintances. WOM has evolved into a social phenomenon in the digital age and spreads rapidly through online communities, online reviews, and social media.(Karina et al., 2022) Previous research conducted by Natalia (Natalia Natalia et al., 2025) found that WOM is still widely used as an effective marketing strategy that maintains product brand awareness.

Kembang Rose artisans can achieve independence by implementing a planned and systematic WOM marketing strategy. By focusing on exceptional product quality, building strong relationships with customers,(Kadek Deni Darmayani et al., 2026) and encouraging them to share positive experiences, artisans can create a powerful promotional wave without incurring significant costs.(Poedjadi et al., 2024) The ability to produce, market, and distribute their goods independently reduces reliance on third parties, which often erode profit margins.

Marketing mix, which is a good marketing sense system consisting of a set of products, prices, promotions, and distribution, combined to produce the desired response from the target market, is often carried out by producers in marketing products appropriately.(Lestari & Nurwahyudi, 2023) Most previous research views Marketing Mix and Word of Mouth (WOM) as two separate paths that partially or parallelly influence Brand Awareness.

However, research conducted by Darmayanti shows that when the marketing mix successfully creates Brand Awareness, it acts as the main foundation before WOM can effectively influence the consumer's final decision. Previous studies (such as Natalia, 2025 or Darmayani, 2026) focused on the final outcomes in the form of Purchase Intention or Purchase Decision.

Therefore, the purpose of this article is to analyze and develop a strategic WOM marketing model that can be used by Kembang Rose artisans. We will examine how the WOM mechanism operates in this specific snack product, identify the factors driving it, and create a practical plan to build a sustainable WOM ecosystem.(Prameswari & Sitorus, 2024) It is hoped that this research will provide new insights for SME artisans across Indonesia and demonstrate that economic independence can be achieved through creativity, product quality, and the right marketing strategies.

This article will explain how a robust, independent, and rapidly growing business model can be created by combining creative products and smart marketing strategies. Therefore, Kembang Rose crackers will not only be a delicious local delicacy but also a representation of innovation and independence among micro, small, and medium enterprises (MSMEs) in Indonesia.

This study provides a new contribution (novelty) by showing that both strategies must work simultaneously as an integrated combination (integrated marketing combination). This novelty proves that extending product recognition to a wider audience is no longer effective if it only relies on the company's internal marketing mix; instead, it must converge with the organic buzz of Word of Mouth from the time the marketing mix strategy is planned.

The problem faced by kembang rose makers is the lack of sufficient funds to conduct large-scale advertising. Therefore, makers can only use word-of-mouth advertising. With this theory, there is no need for large expenses because it only relies on word-of-mouth. There are many advantages and disadvantages to using word-of-mouth advertising because the way it is conveyed is not always the same as what we want to convey. However, times have changed, and there are now free platforms available to promote the product. Additionally, there is an issue of dependency, as the kembang rose maker relies on large retailers in shopping malls, souvenir shops, or traditional markets to sell their products. This is how the kembang rose maker generates income. Another issue is the lack of branding, as the kembang rose product does not have a strong brand identity, leading to many other rose flowers being marketed similarly, causing consumers to be unsure which one is the best. However, consumers typically remember the seller's unique characteristics if the product lacks a brand for the kembang rose.

METHODOLOGY

This study uses quantitative methods. It was conducted by interviewing sources related to the production of kembang rose, so that we obtained results that

we will discuss using qualitative methods in sources found in journals on marketing mix and word of mouth. We collected data through in-depth interviews with kembang rose makers. We will process the data to obtain results for this study. In addition, data was also collected through questionnaires by providing a Likert scale to yield accurate results in the analysis. We conducted this research at the residence of a kembang rose seller located in West Java. We will analyze the data using statistical analysis.

RESULTS AND DISCUSSION

Word of Mouth (WOM) Marketing

Marketing communication aims to inform, attract, and remind consumers about the products and brands being marketed. (May Shinta Retnowati & Andini Rachmawati, 2023) Businesses can engage in two-way communication with their target audience through marketing communication, which allows them to listen to the “voice” and brand of the company.

Word of Mouth (WOM) is a marketing strategy that uses word-of-mouth promotion and does not require a large budget. However, WOM can achieve a very high success rate, supported by the Indonesian custom of gathering and sharing information about things they like and experience. Sernovitz says that to create effective and profitable WOM, there are five Ts: Talkers, Topics, Tools, Taking Part, and Tracking. (Muhammad Yusuf et al., 2025)

Because it comes from people they trust, such as friends, experts, family, and the mass media, word of mouth is usually more readily accepted by customers. The stated goal of a company's word of mouth strategy is to get customers to tell others about the values of our company ((Purnama, 2023) When someone is looking for a kembang rose product (interpersonal, whether a brand, commodity, or service), the customer's action is to provide information to their colleagues and others. This is called “word-of-mouth marketing” (Riccardo & Santosa, 2023) based on the above definition. It is a marketing approach in which customers provide information or statements to others (interpersonal), encouraging customers to talk about and promote the company, products, and services.

“Individuals exchange information, especially about good things, which can influence consumers' purchasing decisions and lead to business success” (Riccardo and Santosa 2023, 2). WOM consists of two categories: (Panggabean & Manullang, 2023) Organic Word of Mouth is commentary about the positive qualities of a

company that grows naturally; Amplified Word of Mouth is commentary that is initiated by a deliberate campaign to get people talking.

This organic word of mouth occurs because of the positive quality of the business, which happens naturally. Therefore, customers who are satisfied with the results of our kembang rose products recommend our products to their relatives, friends, and other family members. Amplified word-of-mouth occurs intentionally, such as when the rose product manufacturer gives away free roses if customers subscribe to purchasing our products (Sulistawati et al., 2022). The factors influencing WOM marketing for kembang rose products are the high quality of our products, which guarantee cleanliness and safety, and this is what makes consumers satisfied with our products and earns us their trust, which in turn spreads information about our products throughout the world.

Integrated Marketing Communication (IMC) (Sulistawati et al., 2022) is an idea for marketing communication planning that recognizes the added value of comprehensive planning. IMC looks at how each communication strategy works, such as face-to-face sales (personal selling), advertising (advertising), sales promotion (sales promotion), public relations (public relations), and direct marketing (advertising). Since this theory consists of communication channel elements that enable the delivery of clear, consistent, and convincing messages about the company and its products, companies often use this theory to increase consumer interest. Consumer behavior theory is used to maintain sales and increase consumer interest in purchasing these roses to achieve high turnover. (Poedjadi et al., 2024)

With WOM, consumers can obtain information about products through word of mouth, which spreads from one consumer to another. Therefore, it is important for us to provide a theory that is comfortable for consumers. Since what is offered is only the initial goal of marketing, marketing communication can be defined as an effort to meet customer needs. Furthermore, communication has become an important part of the world of marketing because it is an important tool for building relationships and interactions between producers and consumers (Karina, Hernaningsih, and Rivanto 2022, 2).

Marketing communication is a communication process consisting of a number of communication actions involving the sender, media, and receiver as well as influencing elements. Thus, in direct marketing, communication is a two-way exchange of information between producers and consumers. Everyone involved in marketing will be satisfied if communication is carried out properly. To achieve

marketing communication objectives, companies must design effective marketing communication. This will help determine specific communication strategies that can be used. Therefore, marketing communication planning must be developed, encompassing several steps that must be planned to deliver effective marketing communication. Marketing communication planning must align with the company's overall marketing plan.

Marketing communication does not have a clear definition. Marketing communication is a type of marketing activity in which companies attempt to disseminate information, influence, persuade, and/or remind their target market so that they are willing to accept, purchase, and remain loyal to the goods and services offered by the company (Toruan 2018, 2).

WOM is still a good promotional strategy for consumers who want to buy goods. Consumers will look for information about the products they want before making a purchase. Consumers will trust user experiences about products and brands more than information from advertisements. Recommendations and information from friends, family, and other people have a greater influence on consumer purchasing decisions. To date, WOM is still considered an effective marketing strategy to help consumers make better decisions about purchasing specific products based on information gathered from others (Buchori 2020, 6).

Based on its nature, WOM can be divided into two categories (LANDASAN TEORI 2023, 5):

a. Positive Word of Mouth: This occurs when buyers are likely to tell others about the product they have used. This happens when the user experience after using the product exceeds their expectations, so they want to share that experience with others.

There are several requirements that products must meet in order to generate positive word of mouth. Among other things, the brand or product must make customers happy. This can become a product advantage and increase public awareness of it.

b. Negative word of mouth is a term that arises when customers are dissatisfied with the products they purchase. Because customers will share their bad experiences with others, this event is an example of the fear experienced by companies. In addition, there is a very small chance that customers will repeat their purchases and recommend the product to others.

This strategy can provide recommendations and influence purchasing decisions due to the power of word of mouth. WOM influences pre-purchase independence because it provides advice from third parties, unlike media, which only increases brand awareness. Because customers assess quality and durability based on experience, they tend to seek word-of-mouth recommendations to reduce the risk of purchasing unsuitable items.

Word-of-mouth promotion has a positive effect. However, every strategy has its weaknesses. This strategy can hinder business growth because companies depend on customer feedback and limit their consumer market reach, making it unsuitable for large markets. This strategy is used by small businesses that depend on their resources and costs (Poedjadi et al. 2024, 2-3).

From the explanation, it was found that kembang rose is a traditional food from West Java, Majalengka, made from rice flour that is ground into a dough which is then shaped into kembang rose. Kembang rose is marketed through verbal communication or word of mouth, which we often hear.

Verbal communication is communication that is carried out directly using words and speech to convey information. This is called verbal communication in Word of Mouth marketing strategies because good communication quality provides recommendations that will be conveyed to others. This greatly influences the progress of a business (Prameswari and Sitorus 2024, 4).

Word-of-mouth communication is personal communication about a product between target buyers and their friends, neighbors, family members, and colleagues. Those who sell roses promote their merchandise to neighbors around their homes and at markets. That is how the seller receives orders.

The seller is a 70-year-old grandmother who started this kembang rose business when she was still young. Initially, she made these kembang rose just for fun and as snacks for her family when her children and relatives visited.

Word-of-mouth communication has been used for a long time, so it is often considered a traditional marketing strategy. However, even though it is considered a traditional strategy, word-of-mouth has proven to be quite effective in convincing customers without spending a lot of money on promotion. In fact, word-of-mouth can be considered a marketing strategy as we know it, as there are many companies that dare to spend a lot of money to promote their products to the public.

Word of Mouth marketing communication strategies do not require a lot of money, but they are very effective for marketing goods or services. Personal recommendations from friends and family can increase customer trust in a product. In addition, because Indonesians enjoy gathering and sharing stories, there are many opportunities to spread information about frequently used goods or services. The presence of Word of Mouth can make customers loyal to a product, which is why Word of Mouth marketing can increase sales (Nugrahani 2013, 6).

The kembang rose are made with the help of her son and grandmother. Regardless of the order size, the price of the kembang rose is around Rp50,000, which includes packaging and filling.

People around you can use inexpensive marketing strategies. Motivated by the need to express emotions, interact with others, or share and receive information, word-of-mouth marketing, often referred to as verbal marketing, occurs (Artanti and Adinugraha 2020, 7).

Word-of-mouth communication, as part of the marketing communication mix, is one of the most influential strategies in determining consumers' choices to use certain products or services. The fact that traditional word-of-mouth can significantly influence customers' purchasing decisions has been proven. The term "viral marketing" is often used to describe "word of mouth." Viral marketing is a marketing method used to spread marketing messages from one website or user to another website or user, which has the potential to generate exponential growth like a virus.

Word of mouth is not created by companies or marketers; it arises naturally. Therefore, word of mouth arises because of the quality of the goods or services. WOM is very effective today because of rapid technological advances. Consumers can now easily discuss a product not only in person but also through the internet, social media, and phone, enabling verbal communication to take place (Prayustika 2016, 3).

Word of mouth is a means of communication that, although unconsciously, shapes consumers' perceptions of a particular brand or product. Companies must be able to encourage positive word of mouth so that consumers make better purchasing decisions. Word of mouth marketing is an action that can make everyone feel more comfortable and more inclined to talk about our products (Toruan 2018, 4).

Currently, word of mouth (WOM) has become an important factor in product marketing and plays a significant role in determining brand awareness. Word of mouth strategies are attractive because they combine fast personal communication, especially through technologies such as the internet and social media, with low costs. Consumers engage in Word of Mouth activities to share ideas, opinions, and information about the goods and services they buy or use. Such activities enable consumers to assess the quality of products or services. The current trend (boom) is attributed to WOM, where consumer interactions have had a significant impact compared to traditional advertising (Wicaksono and Seminari 2016, 6–7).

WOM is a type of communication that occurs when people or companies recommend, talk about, and sell a particular brand to others.

There are several indicators used to calculate WOM, namely: a. Volume, which shows how often a product is sold; and b. Dispersion, which shows how much influence the conversation about the rose product has (Kurniasari 2019, 40).

However, Word of Mouth indicators are as follows: a. Customers' willingness to talk positively about the quality of the company's products and services to others; b. Encouraging others to buy the company's goods and services; and c. Encouragement from friends or acquaintances to buy the company's goods and services.

In order for the products and services provided to customers to deliver satisfaction, positive conversations, and loyalty to the company, companies must consider these things. Using word of mouth can build customer trust and reduce costs (Purnama 2023, 4).

The benefits of WOM encourage consumers to talk about their consumption experiences, which have indirectly or voluntarily promoted and made sales to others. Consumers prefer to seek information through various types of promotions conducted by companies and the consumption experiences of others before making a purchase. It is not uncommon for consumers to trust information from others more than their own experiences. WOM is the most important component for customers when making purchasing decisions. Based on the above explanation, the purpose of this study is to investigate previous studies that discuss the relationship between word of mouth or WOM and purchasing decisions.

WOM is a promotion of the benefits of a product that is conveyed by word of mouth. Word-of-mouth marketing is also known as a marketing effort that

encourages buyers to talk about, promote, offer, and sell goods or services to others (Buchori 2020, 3).

WOM is a term used to describe communication between people through spoken, written, or electronic communication about experiences or benefits related to the purchase or use of goods or services. By type, WOM can be considered verbal communication. However, communication conducted through web-based dialogues such as blogs, message boards, and e-mail also falls under this category. defines WOM as a method by which individuals convey their genuine enthusiasm for goods and services to others.

Marketers must evaluate the experiences and impressions that most influence each step of the purchase. With this understanding, marketers will be able to allocate communication funds more efficiently, as well as create and implement appropriate communication programs. Marketers can evaluate marketing communications based on their ability to influence consumer experiences and impressions, create brand equity, and drive sales (Hasan 2009, 3).

Therefore, companies use this strategy to communicate their products to consumers through individual and group communication about the goods or services they offer. This strategy is considered important for organizations that manufacture products, and also serves as a powerful source of information in influencing consumers to decide to purchase the product. There are several reasons why word of mouth is very important for companies that sell goods or services, namely (Nurlatifah and R. Masykur 2017, 4):

1. Verbal conversations serve as an independent and accurate source of information.
2. Word of mouth is very effective for people who have direct experience with a product through recommendations from friends.
3. Word of mouth is tailored to interested individuals.
4. It generates unofficial media information.
5. Depending on how quickly influencers and social networks spread information, word of mouth can originate from a single source.
6. Verbal language is not limited by space or other barriers, such as social relationships, time, family, or physical issues.

Marketers can generate word of mouth (WOM) in four ways: by being interesting, making it easy, making people happy, and gaining trust and respect. The goal of creating WOM is to encourage customers to speak well of a product. Creating attractive and unique products or services is appealing. Sometimes companies create similar products with features that catch people's attention and

spark conversation. For example, differences such as packaging and guarantees. Make it easy involves designing messages that are memorable and worth talking about using simple language. The goal is for people to be interested in sharing the message with friends, family, and others. Creating extraordinary products, exceptional service, quick problem resolution, and ensuring that everything the company does makes customers willing to tell others is another way to make people happy.

Companies that can ensure that their customers are satisfied and happy will enable WOM to occur easily. A company's efforts to gain the trust and respect of its customers are known as gaining trust and respect. Therefore, companies must always be honest, remain committed, be kind, meet needs, and make customers proud when they talk about their products. Sharing positive stories, making recommendations, and encouraging others to shop are all components of the WOM indicator. A purchasing decision is the process of combining information to evaluate two or more actions and selecting one of them. Another definition of a purchasing decision is the selection of an action from two or more alternative options. Based on this definition, consumers may view purchasing decisions as the various steps they take before buying a product (Buchori 2020, 4).

Word of mouth marketing communication strategies depend on reference groups because they involve many people. Those who influence a person's behavior directly or indirectly are known as reference groups. In forming general or specific values and attitudes or specific behavioral guidelines, these reference groups are useful as references in decision making and as a basis for comparison.

These consumers use groups as a source of reference or guidance. These groups include friends, family, and neighbors. Customers are more likely to rely on the opinions of reference groups than on information provided by sellers or advertisements. In general, there are two types of information sources. People who have extensive knowledge about a particular product and can influence the behavior of other consumers are called opinion leaders. The second group, often referred to as market experts, know a lot about various products and shopping venues (Nugrahani 2013, 8).

The emergence of the term eWOM (e Word of Mouth Communication), a viral concept that spreads from one customer to another as a result of their impressions of a particular brand or product, is the next concept expected in the creation of viral marketing through social media.

E-WOM is more effective when it occurs in the world of the internet and social media. With wider coverage and roaming activity, social media has become one of the most effective tools in creating WOM communication. Due to the powerful influence of social media, brand messages are more easily disseminated, even in real time (Karina, Hernaningsih, and Rivanto 2022, 13).

The Origin of the Kembang Rose

Traditional food in West Java. Available in traditional markets. These rose petals have been made by grandmothers for around 25 years. One pack of kembang rose contains 50 pieces and costs Rp50,000. As the current generation, we must develop this traditional food so that it becomes popular and widely available in the market.

Kembang Rose crackers are shaped like roses and come in a variety of colors. They are made from ground rice flour, which is then shaped into rose-like dough and dried in the sun until completely dry. During the frying process, the rose crackers bloom and become crispy. If the rose crackers are not dried again after the manufacturing process, the product will likely become soggy and the result will be a failure.

In the process of making kembang rose, we must be patient because sometimes the roses we make resemble real roses, while other times they are ruined or fail.

As time goes by, all kembang rose makers are getting older, which means we must continue making kembang rose by following the manufacturing process and then practicing making the dough ourselves. In order for kembang rose to not disappear with the millennial generation, we as the Z generation must be able to develop kembang rose to be more advanced and sought after by all corners of the world, even internationally.

Picture of a Kembang rose



Source: Documentation Product of Kembang Rose

Marketing Mix in Kembang Rose

To achieve optimal results from promotional activities, a promotional mix is a combination of various types of promotions that already exist for the same product. Careful planning for this promotional mix includes the following: advertisements in newspapers, magazines, radio, catalogs, posters; extensive publicity from external parties; word-of-mouth promotion by utilizing as much information as possible provided by customers; and maximizing the use of social media.

When it comes to benefits, the contribution of advertising to a company cannot be underestimated. Advertising is even very important for company promotion; it is included in the promotional mix or mix promotion. The marketing communication mix, also known as the marketing communication mix, is a combination of five main promotional tools to achieve the company's marketing objectives. The five promotional tools themselves are a) advertising, b) personal selling, c) sales promotion, d) public relations, and e) direct marketing (Toruan 2018, 5).

Marketing mix is a marketing strategy used by a company to achieve its marketing targets in the target market. The marketing mix consists of four Ps, namely product, price, place, and promotion. The marketing mix is usually designed to influence consumer decisions because various elements of the marketing mix are carried out simultaneously.

One of the research hypotheses is that Mix Marketing has a positive effect on Service Quality. The results of the hypothesis test show that the better or more effective a company's Mix Marketing is in the case of kembang rose, the more attractive the company is and the better the quality of service it provides.

The marketing mix, commonly referred to as the marketing mix, is a basic marketing concept that refers to the set of tactical marketing tools used by companies to elicit the desired response from their target market. This is, essentially, how a company makes its offerings to its customers.

The 4Ps and 7Ps in this concept are as follows:

1. Product: This product is called kembang rose, a traditional food from West Java. The food is of good quality and comes in neat packaging.
2. Price: Kembang rose costs around Rp50,000 for 50 pieces. This is already considered affordable and accessible to all buyers.
3. Place; Kembang Rose is sold at the maker's home, and additionally sold at the market by her husband.
4. Promotion; the sale of Kembang Rose is done through word of mouth, often referred to as "from mouth to mouth," meaning it spreads from the product maker to their neighbors and then becomes widely known.
5. People; everyone involved in this product is only family members.
6. Process; if there is an order, we will immediately produce the product and deliver it to the customer who placed the order.
7. Physical Evidence; this may be found in customer testimonials from those who have experienced our product.

Referred to as the "purchase decision," the first stage of the buyer's decision process is when the buyer actually purchases the product. At this stage, buyers study specific products or brands, search for information about them, and evaluate how well each alternative can solve their problems before finally making a purchase decision (Panggabean and Manullang 2023, 4).

When a buyer has decided to purchase and is ready to pay for the right to own or use a good or service, this is called a purchase decision.

The following factors influence purchasing decisions (Nugrahani 2013, 2):

1. Cultural factors have a broad and profound influence on behavior because culture is the most fundamental determinant of desires and behavior.

2. Social factors: In addition to cultural factors, social factors such as a person's reference group, family, role, and status also influence consumer behavior. A person's reference group consists of all groups that can influence a person's attitudes either directly or indirectly.
3. Individual factors: Buyer characteristics also influence purchasing decisions. These include age, life stage, occupation, economic status, lifestyle, and the buyer's personality and self-concept.
4. Psychological Factors: Product motivation, perception, knowledge, and attitudes influence a person's purchasing choices.

To understand what happens to consumer awareness between external stimuli and consumer purchasing decisions, companies must pay attention to the factors that influence consumer decisions.

Word-of-mouth conversation is a type of conversation about a product between people, often involving a message that the sender or recipient may not even be aware of. This makes it more trustworthy if the person providing the WOM is someone who has already purchased our product and become a loyal customer. Everyone trusts someone who has already purchased the product because consumers, when wanting to buy something, will definitely check reviews from other consumers who have already purchased the kembang rose product available in our store.

Trusted products and good quality are sought after by other buyers, even with the high level of competition selling similar items. So how do we strategize to ensure that our products are the ones they choose to buy? But I believe that our sustenance is already determined by the Almighty.

Therefore, companies must have the ability to manage the perception and image of their products and brands by creating products and services that meet user needs. If customers are satisfied, companies will be confident in promoting their products through word of mouth. By leveraging their customers and potential customers, manufacturers can help turn other customers into positive advocates for their products and brands.

An effective word-of-mouth communication strategy will be very important for consumer decision-making because companies that prioritize the satisfaction of prospects, consumers, and customers will have an impact on the formation of positive word-of-mouth (Nugrahani 2013, 10).

The consumer decision-making process is greatly influenced by Word of Mouth marketing communication strategies. When consumers gather information about the goods or services they want to buy, advertisements become their main source of knowledge about the goods or brands they want to buy. After that, consumers tend to compare the quality of products between different brands. To consider how customers compare products with advertisements, companies typically use information from Word of Mouth rather than advertisements because customers trust the opinions of more experienced people more than advertisements. The effect of the information disseminated can also be influenced by the relationship between the source and recipient of Word of Mouth. In general, the stronger the relationship between the source and the recipient, the greater the influence of Word of Mouth on the recipient's decision-making.

When purchasing products that require careful consideration, consumers tend to rely on word of mouth. This is because the opinions of more experienced individuals are more likely to be accepted as part of their purchasing decision-making process (Nugrahani 2013, 11).

Since we are now in the modern era, marketing of these products has shifted from word of mouth to social media. Through platforms that can be accessed easily and at any time, everyone can learn about rose blossoms comprehensively and globally.

In order for kembang rose to be appealing in their production and flavor, let us continue to develop this product using the 4P and 7P methods described above.

CONCLUSION

Based on the above discussion, it is clear that kembang rose are a traditional food that lacks popularity and must be developed by Generation Z, who must broaden their understanding of traditional foods. Social media can be used to make it more accessible, as word of mouth is a traditional strategy that is rarely used nowadays. In fact, model combination of marketing at kembang rose production can grow rapidly because this products has innovative, and have interesting stories, and we are confident that our products can attract consumers from various market segments. According to the result, the company will grow by employing a planned production strategy, innovative marketing strategy, and positive financial projections. We believe that Kembang Rose will become a brand that will be known as an icon of contemporary, high-quality Indonesian food, rather than just a product.

Recommendations

Hopefully, this research will show that all marketing using WOM will have a long-term impact on the future development of kembang rose.

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