ABSTRAK

Skripsi ini mengkaji tentang analisis deskriptif komunikasi pemasaran tradisional *Word of Mouth* (WOM) organik pada Rumah Makan Kari Kambing Simpang *Ek Treun* Aceh Utara. Pertanyaan utama yang ingin dijawab dalam studi ini adalah bagaimana pembentukan dan keberlangsungan WOM positif yang mandiri mampu menjaga loyalitas konsumen di tengah keunikan kondisi vakumnya penggunaan media sosial resmi (TikTok) objek usaha tersebut sejak Agustus 2024. Perspektif teoritik yang digunakan dalam studi ini adalah Teori Five Ts oleh Andy Sernovitz, yang memetakan aliran komunikasi interpersonal melalui lima elemen utama: *Talkers, Topics, Tools, Taking Part,* dan *Tracking*. Metode pengumpulan data dilakukan secara kualitatif deskriptif melalui observasi langsung di lapangan, wawancara mendalam (*in-depth interview*) bersama pemilik, karyawan, dan konsumen, serta studi dokumen. Temuan skripsi ini menunjukkan bahwa pembentukan WOM positif pada rumah makan ini berjalan secara berkelanjutan karena dipicu oleh kualitas pelayanan fisik langsung, yaitu konsistensi cita rasa hidangan *sie kameng*, kecepatan penyajian, dan kenyamanan lokasi. Dalam analisis Teori 5T, kelezatan kari bertindak sebagai *Topics*, pelanggan loyal sebagai *Talkers*, dan pajangan kuali raksasa (*beulangong*) di pinggir jalan lintas nasional sebagai *Tools* atau pemantik komunikasi fisik. Hubungan interpersonal ini dijaga melalui sapaan ramah pengelola (*Taking Part*) serta pengawasan mutu konvensional (*Tracking*). Kenyataan ini membuktikan adanya kemandirian pemasaran (*marketing self-sustainability*) yang kokoh pada usaha kuliner tradisional murni melalui kekuatan rekomendasi lisan tanpa ketergantungan pada dinamika algoritma media digital modern.

Kata Kunci: *Word of Mouth (WOM),* Teori Five Ts, Kuliner Tradisional, Kari Kambing Simpang *Ek Treun*, Aceh Utara.

ABSTRACK

This thesis presents a descriptive analysis of traditional organic Word-of-Mouth (WOM) marketing communication at the Simpang Ek Treun Goat Curry Restaurant in North Aceh. The main question this study seeks to answer is how the formation and sustainability of self-sustaining positive WOM are able to maintain consumer loyalty amid unique conditions characterized by the business's lack of use of official social media (TikTok) since August 2024. The theoretical framework used in this study is Andy
Sernovitz's Five Ts Theory, which maps the flow of interpersonal communication through five key elements: Talkers, Topics, Tools, Taking Part, and Tracking. Data collection was conducted using a descriptive qualitative approach through direct field observations, indepth interviews with the owner, employees, and customers, as well as document analysis. The findings of this thesis indicate that the generation of positive word-of-mouth at this restaurant is sustained because it is driven by the quality of direct physical service—namely, the consistent flavor of the sie kameng dish, the speed of service, and the convenience of the location. In the 5T Theory analysis, the deliciousness of the curry acts as the "Topics," loyal customers as the "Talkers," and the display of a giant cauldron (beulangong) along the national highway as the "Tools" or triggers for physical communication. These interpersonal relationships are maintained through the manager's friendly greetings ("Taking Part") and conventional quality control ("Tracking"). This reality demonstrates the existence of robust marketing self-sustainability in purely traditional culinary businesses through the power of word-of-mouth recommendations, without reliance on the dynamics of modern digital media algorithms.

Keywords: Word of Mouth (WOM), Five Ts Theory, Traditional Cuisine, Simpang Ek Treun Goat Curry, North Aceh.