

INTISARI

Penelitian ini dilatarbelakangi oleh penggunaan *electronic word of mouth (eWOM)* sebagai strategi pemasaran yang memanfaatkan proses interaktif antar konsumen melalui media sosial dalam memudahkan penyebaran informasi dan pengalaman. Penelitian ini bertujuan untuk memberikan analisis bagaimana praktik *electronic word of mouth marketing (eWOMM)* yang baik dalam memberikan manfaat timbal balik dalam proses pemasaran digital yang melibatkan perusahaan sebagai produsen, *influencer* dan *affiliator* sebagai distributor, dan masyarakat sebagai konsumen melalui *mutual benefit principle* (prinsip saling menguntungkan) etika bisnis.

Penelitian ini merupakan penelitian filosofis kualitatif deskriptif dengan menganalisis isu-isu aktual yang diperkuat dengan model tinjauan literatur dari berbagai jurnal dan buku. Unsur metodis yang digunakan penelitian ini meliputi deskripsi, interpretasi, koherensi internal, dan refleksi kritis peneliti.

Hasil dari penelitian ini meliputi dua hal. Pertama, *eWOMM* di media sosial melibatkan percakapan dan interaksi antar pengguna melalui konten pemasaran yang dapat berupa postingan, komentar, dan ulasan. Strategi ini dilakukan melalui dua pendekatan, yakni *organic WOM* dan *amplified WOM*. Kedua, *mutual benefit principle* etika bisnis dalam meninjau eWOMM menekankan pentingnya tanggung jawab sosial perusahaan dan kebaikan umum dengan tidak merugikan pihak manapun dalam menjalankan bisnis, sehingga dapat memberikan manfaat yang saling menguntungkan antara perusahaan, *influencer* dan *affiliator*, dan pelanggan.

Kata kunci: *Electronic, Word of Mouth*, Pemasaran Digital, Media Sosial, *Mutual Benefit Principle*, Etika Bisnis

ABSTRACT

This research is motivated by the use of electronic word of mouth (eWOM) as a marketing strategy that utilises an interactive process between consumers through social media to facilitate the dissemination of information and experiences. This research aims to provide an analysis of how good electronic word of mouth marketing (eWOMM) practices provide mutual benefits in the digital marketing process involving companies as producers, influencers and affiliators as distributors, and the public as consumers through the mutual benefit principle of business ethics.

This research is descriptive qualitative philosophical research by analysing actual issues reinforced by a literature review model from various journals and books. The methodical elements used in this research include description, interpretation, internal coherence, and critical reflection of the researcher.

The results of this study include two things. First, eWOMM on social media involves conversations and interactions between users through marketing content that can be in the form of posts, comments, and reviews. This strategy is carried out through two approaches, namely organic WOM and amplified WOM. Second, the mutual benefit principle of business ethics in reviewing eWOMM emphasises the importance of corporate social responsibility and the public good by not harming any party in conducting business, so as to provide mutually beneficial benefits between companies, influencers and affiliators, and customers.

Keywords: *Electronic, Word of Mouth, Digital Marketing, Social Media, Mutual Benefit Principle, Business Ethics*