

ABSTRAK

Penelitian terdahulu menunjukkan adanya aktivitas berbagi informasi dan rekomendasi buku pada komunitas virtual @literarybase, yang dapat diidentifikasi sebagai praktik eWOM. Fenomena ini merupakan hasil perkembangan Web 2.0 yang menggeser peran konsumen menjadi prosumer yang mengkonsumsi sekaligus memproduksi informasi. Meskipun pengaruh eWOM terhadap keputusan konsumen sudah banyak dibahas, masih sedikit penelitian yang memberikan perspektif holistik tentang perjalanan konsumen dalam melakukan eWOM dengan memandang konsumen sebagai prosumer. Penelitian ini bertujuan menggali proses eWOM yang dilalui pengikut @literarybase dalam perjalanan mengonsumsi buku, termasuk di dalamnya mendeskripsikan (1) bagaimana konsumen terpapar pesan eWOM pada tahap prapembelian, (2) bagaimana konsumen mengevaluasi kebergunaan informasi eWOM dalam proses pengambilan keputusan prapembelian, serta (3) faktor-faktor yang mendorong konsumen untuk menghasilkan pesan eWOM pada tahap pascapembelian. Untuk mencapai tujuan tersebut, penelitian ini memadukan konsep prosumerisme, proses eWOM (*exposure, evaluation, creation*) serta *customer journey* (prapembelian, pembelian, pascapembelian). Penelitian ini menerapkan paradigma konstruktivis, pendekatan kualitatif-deskriptif, dan studi netnografi. Hasil penelitian menunjukkan bahwa pada fase prapembelian, eksposur terhadap eWOM diawali dengan *on-going search*, kemudian dilanjutkan dengan *passive search* dan *active search*. Kemudian, mereka mengevaluasi eWOM berdasarkan kuantitas eWOM, kredibilitas eWOM, serta sikap terhadap eWOM. Pada fase pascapembelian, dorongan untuk menciptakan eWOM dipengaruhi oleh faktor fungsional serta faktor sosiopsikologis.

Kata Kunci: *eWOM, customer journey, komunitas virtual, autobase*

ABSTRACT

Previous studies have highlighted the practice of sharing information and book recommendations within the @literarybase virtual community, which can be identified as an eWOM (electronic Word of Mouth) activity. This phenomenon stems from the development of Web 2.0, which has shifted the role of consumers into prosumers—individuals who both consume and produce information. Although the influence of eWOM on consumer decisions has been widely discussed, few studies offer a holistic perspective on the consumer journey in engaging with eWOM while viewing consumers as prosumers. This study aims to explore the eWOM process experienced by @literarybase followers throughout their book consumption journey, including: (1) how consumers are exposed to eWOM messages during the pre-purchase phase, (2) how they evaluate the usefulness of eWOM information in pre-purchase decision-making, and (3) the factors driving them to generate eWOM messages in the post-purchase phase. To achieve these objectives, the study integrates the concepts of prosumerism, eWOM processes (exposure, evaluation, creation), and the customer journey (pre-purchase, purchase, post-purchase). This research employs a constructivist paradigm, a qualitative-descriptive approach, and a netnographic study. The findings reveal that in the pre-purchase phase, exposure to eWOM begins with on-going search, followed by passive search and active search. Consumers then evaluate eWOM based on eWOM quantity, eWOM credibility, and their attitude toward eWOM. In the post-purchase phase, the motivation to create eWOM is influenced by functional factors and socio-psychological factors.

Keywords: *eWOM, customer journey, virtual community, autobase*