



## Use of Electronic Word of Mouth in Promoting Jafra Multi Level Marketing Business

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### **Abstract**

Abstract: A new kind of social contact and collaboration has emerged as a result of the development of new digital media, which can be found on social networking sites (SNS). Because of the enormous potential of social media, many different types of businesses are turning to it as a means of attracting the attention of their target audiences. To make it easier for prospects and targets to be reached. In addition to face-to-face communication, business people in Multi-Level Marketing make use of social media platforms such as Instagram to build brand awareness or to promote a product to a larger audience. Direct and indirect interviews with Jafra consultants and consultants' followers were used in this qualitative study, which was done utilizing qualitative methods. The findings of the study indicate that marketing activities including Electronic Word of Mouth on social media platforms such as Instagram are an efficient strategy for Jafra MLM business owners to develop brand trust and generate customer interest in purchasing.

**Keywords:** SNS; eWOM; Brand Trust

### **Introduction**

Indonesia is a potential market to develop business, especially businesses that can directly reach consumers. With more than 200 million Indonesians, which are dominated by the middle class, influencing the public or investors to develop business activities in this country. One of the businesses that being viral in Indonesia is a business with a Multilevel Marketing (MLM) system or called network marketing. Quoted from [www.apli.or.id](http://www.apli.or.id), the Multilevel Marketing business has been growing in Indonesia since 1992, in line with the re-launch of the Association in Indonesia founded by Mr. Eddy Budhiman, which was named IDSA (Indonesian Direct Selling Association) which is better known as APLI (Association of Indonesian Direct Selling Association) (Septiana, 2018).

In practice, the marketing system in Multilevel marketing uses salespeople named as members, consultants, presenters, distributors and other names. At the business level, people who are above the member network are called as "uplines" (people who recruit members) and people who are below the uplines are "downlines" (people who are recruited). To run this business, consultants can sell products

and recruit new members (downlines) to earn income. This is because the Multilevel Marketing system has a tiered marketing scheme. Therefore, to get a double bonus, the consultant must be aggressive in fulfilling these two criteria.

Jafra is a Multi Level Marketing company originating from the United States. The name Jafra is an abbreviation of the name of the founders, namely Jan & Frank Day. Since its birth in 1956, Jafra entered the Indonesian market and operated in 2013. Jafra is a business that sells beauty products such as makeup and skincare products that contain royal jelly and are made from natural ingredients. So that Jafra products can be consumed by teenagers to adults, and are safe for use by pregnant and lactating women. Jafra uses the method of selling goods through a marketing network developed by member/member business partners who are referred to as consultants, on the basis of commissions or bonuses based on the sales of Jafra products to consumers throughout Indonesia. The amount of commission given is also based on the achievements of the consultants in developing downline networks in their capacity as sponsors. The career path at Jafra consists of consultant levels which are divided into 4 (four) levels, namely Consultant Club, Manager Club, Executive Club, and Ambassador Club (Jafra, 2018). Jafra has a direct selling system, so that in their product marketing activities, consultants directly reference the products they have used and then they offer it to consumers personally, by door to door or person to person.

The existence of internet facilities and the proliferation of digitalization in various sectors of life have opened access to communication which has made it wider and more affordable for everyone. Although on the one hand the development of the internet has had a negative influence in several ways, on the other hand the internet has a myriad of benefits for today's society. One of them, the internet can be used in the development of this Multilevel Marketing business. According to (Mashfufah, 2019), said that the characteristics of the internet are ubiquitous where the delivery of information can be done instantly, borderless where the information conveyed is not limited by space and time, multiplicative which can be multiplied, and stored permanently, so the internet is a means of disseminating information that has a very broad impact and without limitation. Quoted from the [kominfo.go.id](http://kominfo.go.id) site, stated that the number of internet users in Indonesia now already reached 196.7 million people.

The development of new digital media offers new forms of social interaction and collaboration formed in social networking sites (SNS). SNS has become a new hybrid component of integrated marketing communications (IMC) that helps organizations build strong relationships with consumers (Luarn et al., 2016). The potential of social media is so great, that many people use this media as a way to get the attention of the audience. Social media is the main space for sharing discourse. Apart from being used for personal use, social media is also used by companies and business people in carrying out their activities. Further, according to (Mizanie & Irwansyah, 2019), currently Instagram social media is the most effective tool to get consumers, at least 50% of famous brands use this social media Instagram. Based on data from (We Are Social & Hootsuite, 2020) Instagram is the third most frequently accessed platform by internet users, with a percentage of 86.6%, while the second most frequently used social media is Whatsapp with a percentage of 87.7% and the first social media is Youtube with a percentage of 93.8%. Moreover, Lin et al. (2015) reveal that the majority 93% of companies use social media as a marketing tool and half of B2C (Business to Customer) companies choose to carry out marketing and advertising activities using social media. One of the marketing and advertising activities that can be done on social media is Multilevel Marketing/ network marketing activities.

Further, Septiana (2018) argues that in Multilevel Marketing, the promotion of the products can be supported in persuasive ways. This is because in doing network marketing, members must succeed in influencing people in prospects or targets of communication to change their opinions, attitudes and actions by touching the psychological side of the target to facilitate the reach of prospects and targets. In addition to communicating face-to-face, Multilevel Marketing business people can use social media Instagram to branding or promoting the products to a wider segment. In today's digital era, the power of word of mouth is growing exponentially (Goyette et al., 2010). Electronic word of mouth (eWOM)

strategy can be used in promoting products based on Multilevel Marketing, in which Electronic Word of Mouth is a new concept developed from word of mouth, which utilizes social networking sites as a medium for communication and marketing. The results of research related to the concept of word of mouth have shown its effectiveness based on the extraordinary influence it has on consumer behavior. Where it has been shown that word of mouth has a very positive impact on the level of client trust, relationship quality and client purchase intention (Goyette et al., 2010).

In this paper, we will discuss how Multilevel Marketing business activists use electronic word of mouth (eWOM) as a way to build brand trust and the impact on people's buying interest in this digital era.

## **SNS and Instagram**

The presence of social networking sites (SNS) makes it easier for the public, especially social network users. Because social network sites (SNS) have the ability to connect individuals to individuals even though they are limited by distance because they are geographically far away, and unite people who do not know each other or are separated in economic class to gather in a container known as social network sites (SNS). Boyd & Ellison (in (Chang, 2011) defines social network sites (SNS) as web-based services, giving individuals the opportunity to 1) build a public or semi-public profile with a bound system, 2) Articulate a list of other users with whom they are connected, 3) View and browse the list of connections they and others create on the system. The presence of social network sites (SNS) is a good opportunity for communication practitioners, especially marketing communication practitioners.

Social network sites (SNS) are used as a company's marketing medium to reach as many audiences as possible. In its use, social network site (SNS) type marketing uses various strategies such as advertising or creating other interesting content. Social network sites (SNS) apart from being used for advertising, many companies are developing their business pages and profiles on social network sites (SNS) to communicate, engage, and interact with consumers and potential audiences as consumers. In this way, social network sites (SNS) provide a new way for marketers to build as well as maintain consumer relationships with brands (Mizanie & Irwansyah, 2019).

Instagram is one part of the Social Network Site (SNS) which is in great demand and is used for many things by social network users. Instagram is a medium that makes it easy for users to receive information and share information in the form of photos, videos, and live streaming (Igtv, Iglive). Several years since the emergence of Instagram, many users have used Instagram as a medium to market their products. Handika et al. (2018) argue that Instagram is now starting to develop as a promotional tool which makes it more practical for business people to do marketing. After Instagram has succeeded in becoming an application that is in demand by many people, apart from being used for personal purposes, Instagram is also used as a business opportunity for its users. Where at this time, many Instagram account users use this application as a marketing medium and sell products/services, by sharing photos about marketers' products (Kusuma & Sugandi, 2019).

## **Word of Mouth (WOM)**

Word of Mouth is one element in the Marketing Communication Mix. According to Pride and Ferrell (in (Al Halbusi & Tehseen, 2018). Word of Mouth (WOM) is defined as the exchange of personal communication of consumer information said to others relating to goods, brands and organizations. Meanwhile, another definition related to word of mouth is informal communication between the private sector regarding the evaluation of goods and services, which is word of mouth promotion that occurs in the context of certain situations and contains cognitive and emotional elements (Ring et al., 2016). The definition of word of mouth is often identified with the exchange, flow of information, communication, or conversation between two people (Goyette et al., 2010). Based on several definitions of word of mouth collected from several journals, it is concluded that the definition of word of mouth is a personal

communication exchange that provides information and evaluation of goods and services in which the message is conveyed by word of mouth. Furthermore, according to Sernovitz (2006), word of mouth is divided into two types, the first Organic Word of Mouth, where the conversation is carried out in a flowing and natural manner from the positive qualities of a company, and then Amplified Word of Mouth, which is a conversation initiated through a deliberate campaign to make people assume or talk. Word of Mouth is said to be one of the oldest methods of disseminating information between people (Ring et al., 2016).

### **Electronic Word of Mouth (eWOM)**

Along with the development of the digital industry, word of mouth which was previously conveyed by word of mouth directly or through personal communication, has now expanded into the digital world into what is now known as electronic Word of Mouth (eWOM). Ring et al. (2016) said that the advantages of this electronic word of mouth promotion have increased the importance of Electronic Word of Mouth (e-WOM) compared to traditional Word of Mouth (WOM). According to Munar and Jacobsen (2014), e-WOM is generally an association of factors that are behaviorally driven by several motives such as to socialize interactively, maintain social relationships, to be recognized and to show support and to get pleasure through activities provided online (Al Halbusi & Tehseen, 2018).

In today's digital communication perspective, there are many debates that arise about how the communication carried out by companies and public relations is related to a product or service. Silverman (2001) (in Goyette et al., 2010) said that any type of communication carried out by the company will be seen as commercial communication and seem formal because the message conveyed has been formed and planned from the start. However, in reality, word of mouth can still be influenced by public relations activities and marketing activities by a company or communication between two people regarding satisfaction or dissatisfaction with the use of a product or service (Goyette et al., 2010).

Every comment written online is now important as a means of enabling buyers to obtain comprehensive and reliable evidence. Word of mouth consists of two classifications, namely Primary Word of Mouth (PWOM) and Secondary Word of Mouth (SWOM). What is said by primary word of mouth (PWOM) is when the information that consumers get personally through personal experience, while what is said by secondary word of mouth (SWOM) is when the information disseminated is obtained from the experiences of other consumers. The main source of Secondary Word of Mouth (SWOM) can be updated with a sketch to an advertisement, business article or from prior experience obtained primarily or even secondary (Al Halbusi & Tehseen, 2018).

Based on research Antoni Prasetyo (2016), Many consumers are looking for information related to the product to be purchased through advertisements made by producers and the opinions of people around them so that their decision to buy will be followed later. Marketing techniques such as advertising, sales promotion, personal selling and word of mouth together have a significant influence on purchasing decisions, but word of mouth marketing techniques are said to have a dominant influence compared to other marketing techniques. This is related to research Al Halbusi & Tehseen (2018) who said that word of mouth communication has a greater impact than other communication media such as advertising, arguing that the information obtained is more reliable if it is obtained through word of mouth communication.

For this reason, Electronic Word of Mouth communication nowadays is often relied on by companies and business people. Electronic Word of Mouth (eWOM) provides many advantages such as speed, accuracy and accessibility of information, duration that can be widely obtained such as virtual communication where without the need for physical presence or face to face in one place to be able to disseminate information to the public. So that the impact of word of mouth which used to only affect the

wider community, has now influenced the world through the growth of the internet, this has caused a revolution in the field of marketing (Al Halbusi & Tehseen, 2018).

### **Brand Trust and Buying Interest**

Trust is one of the most important antecedents of eWOM, which plays a role in building and retaining lasting customer relationships with brands. Trust affects an individual's willingness to exchange information and content with others (Anaya-Sánchez et al., 2020). According to (Batubara & Nasionalita, 2016), brand trust is a product strength that is able to make consumers feel satisfied, so as to form a sense of consumer trust with the brand. Brand trust is a consumer's view of the benefits provided by a product or service. Consumers' views on brand reputation, consumers' views on the similarity of self-interest with sellers, and their views on the extent to which consumers can control sellers and perceptions (Calvin & Samuel, 2014). In the context of relationship marketing, trust is conceptualized as a success factor in relational marketing efforts. Trust is a feature of relationship quality, trust is seen as a determinant of perceived quality of service, loyalty, communication between parties and the amount of cooperation (Sung, 2010).

### ***Multi-Level Marketing***

Multi-Level Marketing (MLM) is often referred to as direct selling (direct selling business). This is based on the implementation of MLM sales which are carried out directly by salespeople to consumers, or in other words not through intermediaries, supermarkets, shops or stalls, but direct sales to buyers (Septiana, 2018). According to Suparlan (in (Afiani et al., 2014), Multi Level Marketing is a method of selling goods directly to customers through a network developed by a freelance distributor who introduces the next distributor. MLM is a tiered marketing strategy or has a chain system, where salespeople not only get incentives for sales generated, but also for sales from other recruited salespeople (Lestari, 2021). Based on the type and form of the system in Multi Level Marketing, there are business groupings based on several indicators, namely; 1) business based on product and non-product business (Ponzi scheme, pyramid ponzi, money game), 2) MLM has two forms of network structure, namely "*multi-level matahari*" or so-called "*Multi-level murni*" which does not limit the network structure, and "*multi-level non matahari*" which limits the network structure (binary system, threenary system and fourary system), 3) There are three parts based on the MLM bonus system, namely based on product sales only, or based on network development alone, or it could be a bonus system that combines two bonus system (Afif & Mulyawisdawati, 2018).

### ***Method***

In this study using qualitative research methods. A qualitative approach is an approach in which interviewers often make knowledge claims based on a constructivist perspective (i.e. multiple meanings based on individual experiences that are socially and historically constructed, with the aim of developing a theory or pattern), advocacy, or participatory perspectives (Anjani & Irwansyah, 2020). This research is used so that researchers get data in the form of a broad narrative and focus on the theme.

This study uses an indirect interview method to Jafra consultants as a research instrument. In collecting data, the researcher took a sampling of the consultants, which consisted of 1 Senior Manager (leader of Jafra), 3 Star Consultants consisting of 1 Triple Star Consultant and 2 Double Star Consultants. The reason for choosing the four sources was because based on observations through social media Instagram, the consultant had won the title at Jafra, then had a network (downline), and also active in promoting a Jafra's business on social media.

In addition to indirect interviews with the Jafra consultant, indirect interviews were also conducted with two followers on Instagram or customers who had shopped with the Jafra consultant on

social media. Based on this, the researchers wanted to know how much influence the electronic word of mouth activities carried out by consultants through the posts they made so as to form followers' trust and generate buying interest. In this study, observations were also made to 4 (four) consultant social media accounts who received titles in Jafra. Therefore, the nature and data collected in this study are based on facts. With observations and interviews, researchers can analyze the results of research by elaborating the data. Which is related to the findings and construction of research analysis (Meifitri, 2020).

## **Results and Discussion**

Based on the results of indirect interviews and observations through social media, there is data that explains what brought the consultant into this Multi Level Marketing business. In which the consultant said the reason for their interest in Jafra's business began with an Instagram post from his colleague who was in the Jafra business first, then they finally joined and became a downline of their colleague. Meanwhile, another reason from one of the consultants was due to a direct approach from a colleague who is now her upline at Jafra. The things that cause consultants to be interested in joining Jafra's business are because Jafra has good business prospects and the products being sold are skincare products. Apart from Jafra being rated as a product with good quality, Skin care is a product that is needed by many people at this time. In addition, Jafra is considered to have a positive community seen from the activities carried out by its consultants.

The Multi Level Marketing business or also known as the Network Marketing business, basically builds its business marketing activities through a direct selling system where consultants directly refer products to consumers personally or door to door. The presence of social media encourages Multi Level Marketing businesses to digitize in terms of marketing. Where digitalization is a form of adjustment that must be applied by Jafra businesses. Because at this time many people, especially social media users, tend to choose to make transactions online for reasons of practicality and efficiency. Therefore, the presence of social network sites makes it easier for Jafra businesses to develop their business prospects in a digital direction. The existence of social media makes it easier for Jafra consultants to convey information to followers, offer and sell products easily without having to meet directly with customers or target prospects first. As explained in Mizanie & Irwansyah's research (2019), social network sites (SNS) apart from being used for advertising, many companies are developing their business pages and profiles on social networking sites (SNS) to communicate, engage, and interact with customers and audiences who have potential as customers. In this way, social network sites (SNS) provide a new way for marketers to build and maintain customer relationships with brands.

Because the approach used by Multi Level Marketing usually leads to community based or friend based, so the use of social media is one way that can be done in promoting a Multi Level Marketing product. Even through social media, consultants can get a wider target market, not only friends, but social media helps consultants to reach a wider audience from various cities in Indonesia, from various types of work and different age segments.

*"With the existence of social media, I as a consultant can offer and sell products easily without meeting in person, and the scope is also wider with the existence of social media, so it doesn't have to be in the same city, I can even embrace customers outside the city."(Talitha, June 22, 2021).*

Not a few of the consultants got customers or new members from foreigners who did not know each other at first, but after joining the Jafra business, a closeness was established which made them part of the family in the Jafra community. One of the social media that is a place for business people to promote their business is Instagram. This is because the features on Instagram really support marketing activities such as product photos posting, product information, tutorials, and so on.

Several strategies were carried out by consultants in marketing Jafra's business through electronic word of mouth on Instagram social media, namely Primary Word of Mouth (PWOM) and Secondary Word of Mouth (SWOM). There are several strategies that are carried out using a Word-of-Mouth Primer (PWOM), namely the first, doing branding by providing honest reviews or in the form of direct testimonials from consultants on Jafra products that they have used before. Which posts can be displayed by posting before and after photos (before using Jafra products and after using Jafra products), and making videos by applying the product directly to the consultant's face or it is said to be a video tutorial.

Second, the method used by the consultants is to create photo or short video content by showing the product and explaining the product description, its benefits and providing product recommendations that can be used for certain skin types. In addition, consultants also often create attractive posters, both in the form of images and animations that explain the product in detail.

*"My strategy can be in the form of an honest review or commonly known as a direct testimonial that I use the products offered, besides that I also do branding in the form of an attractive poster display" (Trisa, June 22, 2021).*

Third, what is done to attract the attention of followers and attract interaction is to hold attractive promos such as giving gifts/gimmicks or giving product discounts. However, considering Jafra's rules and regulations that do not allow open promotions/discounts to the public, the promos given are conveyed implicitly. Fourth, how to influence followers to join Jafra, usually consultants upload content by telling in detail the benefits of joining Jafra such as getting special price (member prices), getting free products from Jafra, monthly commissions, direct profits from product sales of 30-35%, and challenges given by Jafra to qualified consultants such as free holiday gifts abroad.

*"To find new target members, I usually often create content that I feel can influence followers. For example, by uploading content, I tell you what benefits there are in Jafra, ranging from being able to get cheaper prices, being able to get free products for active consultants, getting 30-35% direct profits from sales per product, and also being able to get a monthly commission if the consultant can maintain their downline. Then in Jafra, there are often challenges from leaders and even directly from Jafra, such as free holiday gifts abroad." (Qiniq, June 22, 2021).*

Then the consultant also used a Secondary Word of Mouth (SWOM) strategy. First, consultants create content about Jafra and advertise their products through Instagram Advertising, to reach a wider market. Second, which is done to get a wider market, some consultants ask for endorsement assistance from colleagues who have many followers and are influential on social media Instagram (or so-called influencers). Third, consultants also establish communication with their customers after purchase, forming customer trust so that it affects the customer's willingness to exchange information or create content by reviewing the products they have purchased with the consultant.

Fourth, the way to attract the attention of followers to join Jafra's business is usually between consultants posting and tagging other consultants regarding the activities carried out by the consultants. Some of these activities include virtual joint sports through Zoom Meetings, online make-up learning, showing mutual support by posting downline achievements, post the sharing session activities, post the challenge prizes or title promotion prizes given by leaders to their downlines as well as other activities. This is to show followers that the community in the consultant network has a positive environment and supportive leader.

In conveying the message, the consultants did it through Organic Word of Mouth, where the conversation was carried out naturally and flowed from the positive qualities of Jafra's business and products. This is because the consultants basically like the products issued by Jafra that make facial skin

better, so when giving reviews the consultant will speak as it is according to the results obtained from using Jafra products and tell it to his colleagues and followers on Instagram.

*"Because I joined this business, I really like skincare and when I try Jafra products, my skin gets better, so when I give a testimonial I speak as it is according to the results I have experienced." (Trisa, June 22, 2021).*

Consultants must regularly promote Jafra's business and products. Because based on the opinion from a follower of one of the Jafra consultants, she said that her decision to buy a product came from the product that was posted and reviewed by the consultant. In practice, on average, consultants post products every day at different times. There are those who choose to post in the morning and evening, there are those who do at least 3 posts in one day and there are also those who choose to do it 2-4 times a week. However, some consultants are very concerned about prime-time conditions so that marketing can be maximized if it is done at a time when many people are using social media. In carrying out marketing activities, consultants take advantage of the Instagram Feeds and Instagram Stories features, but most of the activity is done in Instagram Stories. This is because the Instagram story feature is more flexible and feels more comfortable for sharing 15-second content.

To make marketing activities more effective, consultants consider several things so that content material can attract the attention of Instagram followers. The first is to find information about skin problems that are experienced by many followers on Instagram, and provide solutions by creating content that matches the problems experienced by most people. Furthermore, the consultant ensures that the photos and videos that will be posted have good image quality or are not blurry. And lastly, the consultant ensures that the text contained in the image or video is not too small or not too much, because it will make followers not want to read it. To avoid this, the consultant pays attention and composes good words, easy to understand and with sentences that persuade the audience,

Marketing activities using electronic word of mouth can build the trust of followers on Instagram to the Jafra brand. Besides that, it can also increase confidence in potential customers who are still hesitant in buying Jafra products. This is evidenced by the data obtained from sources who are followers of one of Jafra's consultants who said that there was a sense of trust and desire to buy products after content about testimonials from various customers was uploaded via Instagram by the consultant.

*"Initially, I didn't believe it, but after consulting good testimonials from various customers, I finally decided to try the product and buy it. In addition, honest reviews from consultants also really helped me to increase my confidence in buying Jafra products." (Rindu, June 26, 2021)*

This statement is in line with the research results (Antoni Prasetyo, 2016) which explains that many consumers are looking for information related to the product to be purchased through advertisements made by producers and the opinions of people around them, so that later their decision to buy will be followed. Meanwhile, when deciding to buy a product, customers tend to choose to buy products that are promoted by consultants and tailored to customer needs.

*"I choose the product that are promoted by my colleagues and of course adapted to my needs" (Yolanda, June 22, 2021)*

*"I tend to buy products from the consultant's recommendations — of course I look for product information online as to what I need. So far, I've bought 2 times Jafra products and the two products fit well in my skin." (Rindu, June 26, 2021)*

Likewise, according to the consultants, after promotion through social media, there were quite a number of followers on Instagram responding to Jafra's business. Broadly speaking, consultants get at least 4 (four) customers and can also be more than 10 people in one month, where one person can buy



several products and 2 or 3 of them are then interested in joining Jafra's business. However, the number of customers and new members also depends on how often the consultant markets products through Instagram.

The consultants considered that Jafra's marketing through social media Instagram and electronic word of mouth was very effective. For various reasons, including the Covid-19 pandemic, which has limited space for movement, with social media consultants are easier to convey information about Jafra's business easily. The next reason is because the exchange of information through social media is very influential, especially in promoting the Multi Level Marketing business. Then this activity is said to be very effective because many people rely on stories from electronic word of mouth as a reference when they want to make a buying decision. Like listening to or reading some reviews first.

*"It is very effective because many people rely on news from electronic word of mouth as help when they want to make a decision, for example by listening or reading some reviews first, so that anyone anywhere and anytime someone can easily and quickly get information especially who tend to be vocal, so I think ewom is an effective marketing strategy."(Qiniq, June 22, 2021).*

Besides that, there is another preference from one of the consultants who said that electronic word of mouth through social media is quite effective to do, but it will be more effective if it is done face to face. This is because customers can see and try the product directly.

*"Pretty effective, but more effective face to face, because we can see the results directly and can try the products we carry"(Aghista, 23 June 2021)*

According to Sung (2010), in the context of relationship marketing, trust is conceptualized as a success factor in relational marketing efforts. Trust is one of the important points in supporting eWOM activities. Where trust plays a role in building and maintaining lasting customers in a relationship with the Jafra brand. Especially if eWOM activities are carried out regularly by consultants, this can increase people's confidence in the Jafra brand. Besides being able to convince customers of the product, this activity can also convince people to join the network under the consultant.

As in the journal Sung & Kim (2010) Trust is seen as a determinant of perceived quality of service, loyalty, communication between parties and the amount of cooperation. When customers believe, they will then be happy to share their experiences with the Jafra brand/product through social media. As said by Anaya-Sánchez et al. (2020), trust affects the willingness of individuals to exchange information and content with others.

Moreover, this Multi Level Marketing business basically uses a friendship base approach. Hence, if the consultant promotes their products through eWOM, it will make it easier for the consultant to reach their target prospects. If the consultant gets enough of their recruited colleagues/followers, it could be a possibility if the posts that appear on their Instagram environment are filled with content containing reviews or promotions about Jafra. So that there will be an effective eWOM and then it will lead to people's trust and buying interest in Jafra.

## **Conclusion**

Based on the results of the study, it is illustrated that marketing through electronic word of mouth on social media Instagram is an effective way for Jafra's multi-level marketing businessmen. This is due to the ease of access and efficiency of the features owned by Instagram, making it easier for business people, especially Jafra consultants, to reach customers and Jafra's wider target business prospects, without distance and time restrictions. Especially in a situation full of limitations like today. With the internet consultants can also target new people who are not known. However, achieving the target of

business prospects and customers depends on how regularly the consultants market products through Instagram. Some of the methods used by the consultants were Word of Mouth Primer (PWOM) where consultants do branding about Jafra's business with the creative and persuasive content they created, such as content about explaining business benefits, providing testimonials on products by using them directly, and providing attractive promotions. The next way is with Secondary Word of Mouth (SWOM), in which consultants use Instagram Advertising, endorsement activities or customer reviews. To attract new target members, consultants also often upload various activities carried out by the Jafra community. From the strategy carried out, the content that most influences social media audiences are by posting direct product usage by consultants and also posting about product reviews from customers. As for the way to attract the attention of potential new members, consultants often share moments on Instagram about positive activities and forms of mutual support from leaders and between Jafra consultants. Consistency in regularly posting marketing activities regarding business prospects and products offered can also influence and build brand trust. This is what ultimately raises people's buying interest in Jafra's products.

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