MAGIC WORDS OF WOM IN PROMOTING AGRICULTURE PRODUCTS

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Abstract: *Magic words are words used to encourage consumers to buy a product in that consumers who previously did not want to buy are finally made to buy the product. This study is limited to the case of Gedong Gincu Mangos in West Java, Indonesia . This type of mango is unique and has a high selling price; however, its promotion has not been conducted extensively. The promotion has been limited to exhibitions facilitated by West Java Provincial Government, Department of Agriculture and Department of Trade and Industry. The promotions conducted by supermarkets have not shown any optimum results because the cost spent on the promotion is not viable in terms of the profit earned from sales. So far, supermarket promotion only includes the word* discount *(buy one get one free) or* sold cheaply*. Such words are perceived to be less encouraging for consumers. Promotion for agricultural products, especially mangos is very unique because such products are perishable, voluminous, and heavy. Being seasonal in nature, prices for agricultural products are fluctuative, which makes them different from industrial products which tend to be uniform, durable, and can be stored enabling them to have stable or fixed prices.*

The main problem is that promotion is expensive and not very effective compared to WOM (word of mouth) promotion whereby producers enjoy the benefit of having their products promoted by consumers with little risk, at no cost to themselves and without the financial burden of having to employ promotional services. themselves.

This research was conducted in Bandung which has the largest number of consumers of Gedong Gincu sent from the production center at Cirebon, West Java. Sampling was conducted with systematic random sampling of approximately 0.01 per cent of the population in Bandung.

The purpose of this study was to determine what were the most effective forms of WOM in the promotion of Gedong Gincu mangos, or in other words; which magic words have highest weight, and what relationship lies between the magic words, word of mouth (WOM) and promotion. The first and second goals were analyzed using Confirmatory Factor Analysis (CFA) while the third goal was analyzed using soft system thinking methodology.

Key words: *Magic words, promotion, factor analysis, soft methodology*

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1. INTRODUCTION

While Word of Mouth (WOM) promotion is important for consumers in enabling them to find specific products through sources they can trust such as family, friends and neighbors, it is even more important for producers as a no cost means of promotion. The same is stated by Balter and Butman (2005) that, it is not about mavens or bees or celebrities or people with specialist knowledge. It is about everybody. This is in line with Watt and Dodds (2007) who found that most social change is driven not by influential, but by easily influenced individuals influencing other easily influenced individuals.

The main problem for most people these days is their low purchasing power which has caused them to buy less than usual over the last five years. For producers, promotional costs are expensive and ineffective, whereas for the off farm market players such as the supermarkets, are able to make market breakthroughs in promoting agricultural products so as to be sold quickly. Competition between supermarkets is very tight due to price competition and promotion. Promotion is expected to be flexible, easy and cheap compared to advertising, and because consumers no longer trust advertising they have switched to products with lower quality. Thus, there is a possibility of magic words to be a solution to coax customers who previously did not want to buy a product into buying it.

Research and analysis into WOM as a medium of promotion is an emerging field, and it is only in the past few years that social scientists and marketing practitioners have begun to research and describe the components and structure of WOM interaction. Other research into WOM has focussed on its market consequences – i.e how WOM affects what items consumers buy (Leskovec, Adamic and Huberman 2007), which restaurants they patronize (Godes and Mayzlinn 2009) and the products they adopt (Trusov, Bucklin and Pauwels 2009. In the same vein, Product Ratings and Reviews by independant surveyors have been shown to effect sales and influence consumer interest (Chevalier and Mayzlinn 2006: Liu 2006; Moe and Trusov 2011; Jonas Berger and Aric M. Schwartz 2011).

From amongst all these researchers, there hasn't been a research which has suggested any 'magic words' that should be used in the performance of WOM promotion. These 'magic words' need to be researched as not all social networks are the same and not all individuals have the same way of receiving information : i.e. it's important to know the time, place, type and method of information transfer as well as the varied characteristics of consumer interest.

2. THEORETICAL FRAMEWORK

2.1. Word of Mouth (WOM)

Word of Mouth Marketing or WOMMA (2007) defines Word of Mouth as being where the marketer encourages the consumer to talk about, promote, recommend and sell a

product or brand to another seller. According to Sweeney et al, word of mouth communication has a significant and positive influence on sales and has been proven to be more effective than advertising and other methods as Word of mouth is capable of influencing, encouraging and recommending based on experience of others.

If what is being spoken relates to a good experience, this is called positive word of mouth, while on the other hand if what is being spoken of relates to a bad experience this is called negative word of mouth. Where word of mouth is involved in the purchasing process it seems to assure consumers and decreases delayed buying. According to Assael (2007) Radio advertising is only 25% effective compared to word of mouth and this difference is also seen with magazine and newspaper advertisings which are only 14% effective by comparison with word of mouth. In fact, according to Salomon (2007) word of mouth communication influences 67% of consumer product sales. Usually a person tends to trust more to what friends or their community say about a product. Besides this information from someone close reduces the risk in buying a product as well as time in finding information about it.

According to Philip Kotler (2009) there are two benefits to be gained from word of mouth: (1) that the words which come from a person who has used the product become promotion from one consumer to another and (2) there is no promotional cost for word of mouth. For this reason, it becomes important for every company to make sure its customers are satisfied with their product(s) so that the customer becomes an unpaid promotions representative.

2.2. Magic Words

Magic words are words which can be used effectively to communicate post purchase experience from a consumer to others in his / her environment. Use of magic words is seen as being more credible than marketer-initiated communication because it is perceived as having passed through the unbiased filter of "people like me". At a time of declining trust in institutions, research shows that its influence is growing stronger.

Karen Gunton (2016) says that there is a relationship between branding, marketing, and selling. The relationship is called authenticity and in this research it is translated into a magic word as illustrated in Figure 1.
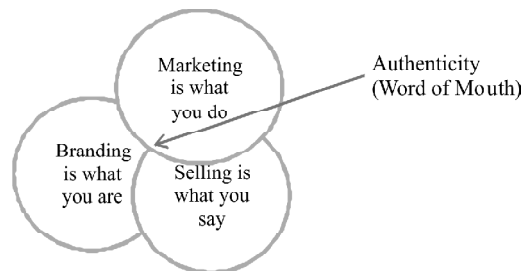

Figure 1: Cross ssection between Branding, Marketing and Selling

Some sources have suggested that magic selling words among others are free, you/your, announcing, introducing, new, secret (s), how to, guarantee and magic. However, for the purpose of this study, the magic words that drive word of mouth (WOM) are classified as falling into three categories, namely: Branding (6 variables), Marketing (7 variables), and Selling (12 variables) and these 'Magic Words' that encourage Word of Mouth are as follows:
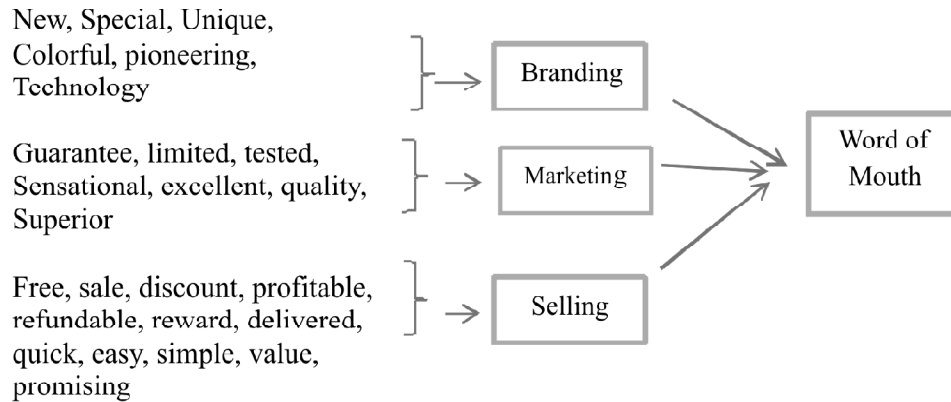
New, Special, Unique, Colorful, pioneering, Technology → Branding

Guarantee, limited, tested, Sensational, excellent, quality, Superior → Marketing

Free, sale, discount, profitable, refundable, reward, delivered, quick, easy, simple, value, promising → Selling

Branding, Marketing, Selling → Word of Mouth

Figure 2: Magic words Important to Word of Mouth (WOM)

2.3. Promotion

There are three forms of sales promotion, namely consumer promotion, retailer promotion, and trade promotion. Consumer promotion is promotion by a company directly done to consumers, Retailer promotion is promotion done by retailers to consumers, and trade promotion is promotion done by a company to retailers or related trades (Blattberg and Neslin, 1990 in Chaharsoughi *et al.*, 2012).

Promotion is related to consumer behavior in buying a product. Even if we make a good promotion, if the consumer target is not right the promotion will not be optimal. Unhappy consumers can affect the business marketers in a noteworthy way. As a result, it is important to analyze consumer behavior (Gardener and Trivedi, 1998). Chandon, Wansink and Laurent (2000) explained that there are six different types of consumer benefit-oriented sales promotions: monetary savings, quality, convenience, value expression, exploration and entertainment. Understanding about consumer's values in sales promotion helps understanding regarding their intention towards purchase (Nema *et al.*, 2012). This study focused on special events by using the magic words causing customers who previously did not want to buy the product to become interested in buying, and which is related to impulse buying.

2.4. Persuasion

Persuasion is related to magic words in that such words are used to persuade consumers to make impulse purchases. Thus, consumers who had no intention of buying a certain

product, after being persuaded with promotions in the form of magic words could eventually buy the product being promoted. Kopetz *et al.* (2011) says that like most behavior, consumer behavior is goal driven too. A choice made after a difficult search may increase consumers' satisfaction as a result of an effort justification process (Labroo and Kim, 2009; Liberman and Foster, 2006). Multiple unit price promotion may provide a means for increasing purchase quantities of promoted products and ccording to Keller and Fay (2012), talking advertisement can also persuade consumers into buying.

Means of persuasion include clear massages, advertising, designs, print materials, direct mail, website, staff training, customer service, in-store environment- special events, charityy events, and public relations. This research focused on special event and customer service pertinent to giving the message (from sender) to the consumer. While the persuasive techniques include slogans, bandwagon, repetition, testimonials, emotional appeal, humor and expert opinion.

3. RESEARCH FRAMEWORK

Marketers are interested in delivering brand-related content that consumers will share with one- another as a way of extending the reach of a message and adding an implicit consumer endorsement of the brand associated with the content. The consumer marketplace in which any enterprise operates is a complex, dynamic system. Word of mouth plays an important role in this system, but it is only one of many things going on, including factors you can control (such as marketing and promotion) and others you cannot control (like the economy and competition).

People make decisions based on a complex interplay of cognitive preferences and emotional benefits. Word of Mouth (WOM) can become an effective promotional tool in the marketing of a product depending on the type of wording used in order to be easily remembered by the consumer. Besides being easy to remember, the words should also be interesting and easy to enunciate. This choice of words is important for Word of Mouth promotion in order for it to be effective.

The effectiveness or otherwise of this kind of promotion is also connected to promotional cost, frequency of promotion, the quality of promotion, and who performs the promotion. There is a tendency for the use of magic words to cause consumers to make impulse purchases.

In word of mouth, there occurs a communication between consumers. After receiving a recommendation from a first consumer (informant), a consumer who had no intention of buying (information recipient) before will buy the product too. The consumer who has a positive feeling about a product he/she has bought will share that positive experience with others in his/ her social environment and vice versa.

System thinking of magic word, Word of Mouth (WOM) and Promotion is illustrated in Figure 3.
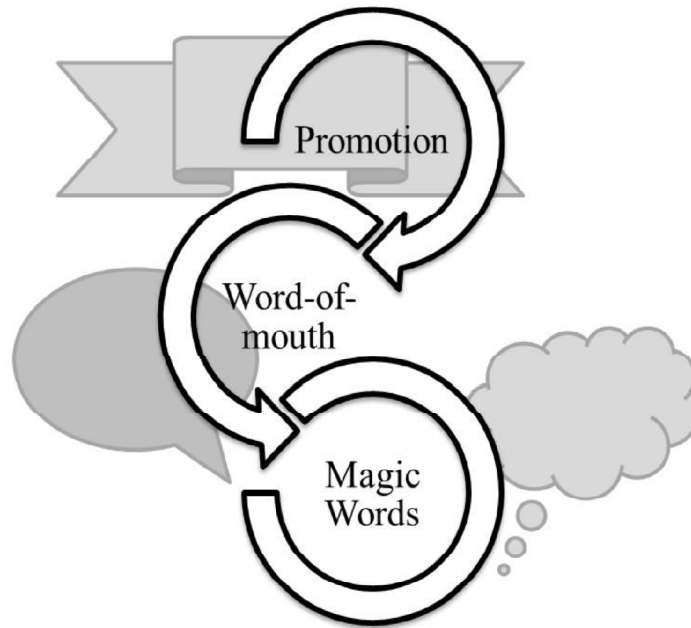
Figure 3: Magic words of WOM in Marketing: System thinking approach

4. RESEARCH METHOD

The study used the survey method of quantitative and qualitative design, where data was collected through observation, questionnaires and literature review. Primary data was obtained from the field data in cross section, while the secondary data was taken from the Central Bureau of Statistics, Ministry of Agriculture and related agencies.

According to Creswell (1994) in his book Research design: Qualitative and Quantative Approaches, he explains that qualitative research is focused on the processes that occur during the research. The system of approach using a soft system methodology was chosen in view that the process occurring during the research could provide benefit in the future as a model for development of farm product marketing.

System thinking has power to work negatively or positively. System thinking took a positive role in the form of "word-of-mouth" marketing. In the late 1960s, the Volkswagen Beetle gained a reputation as a dependable, comfortable, and well-styled car. As this reputation spread and was reinforced by more WOM, the popularity of the Beetle soared (Huseman and Goodman, 1999: 71).

4.1. Place and Research Time

The study was conducted from October – Desember 2015 in Bandung - West Java Province- Indonesia. Bandung was selected because a preliminary survey found that

Gedong Gincu mangoes marketed from Cirebon to Bandung was 42% of the total based on secondary data taken from central bureau of statistics.

4.2. Sample Size

Consumer data was taken by using a systematic random sampling. A sample of 210 people was taken from 2 million people living in Bandung or 0.01 %, and from 210, while only 106 was the data requirement for analysis.

4.3. Data Analysis

Data collected was then compiled and tabulated according to research needs. Next, descriptive analysis method was made using a frequency distribution table to find a picture of the characteristics of respondents and an overall assessment of each indicator of the study variables.

In this study, the analysis approach used is Confirmatory Factor Analysis (CFA) and Soft Methodology. Reserach instruments were tested data collection was performed. Before data collection was performed, the instruments to be used were tested. Data for conformity factor analysis was measured by likert from 1 until 5 and soft methodology was analyzed using comparison between real words and systems thinking the real word.

4.5. Confirmatory Factor Analysis

Validity and Reliability Test

The results of the study is valid if there are similarities between the data collected and the actual data in the object studied. The formula used to find the correlation value is a correlation Pearson Product Moment formulated as follows :

$$r_{test} > r_{table} \text{ (valid)}$$

$$r_{test} < r_{table} \text{ (invalid)}$$

Condition of r value table with a significant level (α) of 5%, the value table 0,201 is obtained. Reliability testing was conducted on the questions or statements that were valid. Sekaran (2006: 182) reaffirms the closer the reliability coefficient to 1.0, the better. In general, the reliability less than 0.60 is considered bad, reliability in the range of 0.70 is acceptable, and more than 0.80 is good.

4.6. Factor Analysis

Analysis of the main factors is used to reduce the data or summarize i.e. from many converted variables into few variables, for example from previously total of 15 variables converted into 4 or 5 new variables called factors which still contain most of the information contained in the original variables (Supranto, 2010: 114).

The first step is to formulate a factor analysis of the problem and identify the factor analysis of the original variables to be analyzed by factors (Supranto (2010: 121). Then, a correlation matrix of these variables is formed and factor analysis method is selected. Researcher determines the number of factors to be extracted from the many variables and rotation methods to be used. The next step should be to interpret the results of the rotation factor.

4.7. Soft System Methodology

SSM functions as a system of study which focuses on the complexity of the real condition. SSM did not begin from an existing problem but from a situation experienced by a group in which a number of its members considered the problem serious enough to warrant being handled. Preliminary exploration began with mapping the interaction directed towards its complexity and analysis of the intervention itself and the social and political character of the experience. dialami. From this exploration it was hoped to be able to build of the activities relevant to the target. In Checkland and Pidd, (2004) we find a seven step SSM model which uses the research of the performers, including (1) describe the situation relating to the subject, (2) explain the case itself using *Rich Picture*, (3) build a definition of the case relating to the situation of the case using CATWOE, (4) develop a conceptual model with a *Human Activity System*, (5) compare the conceptual model with the case situation, (6) determine the acceptable and required changes, (7) make corrections to the problem.
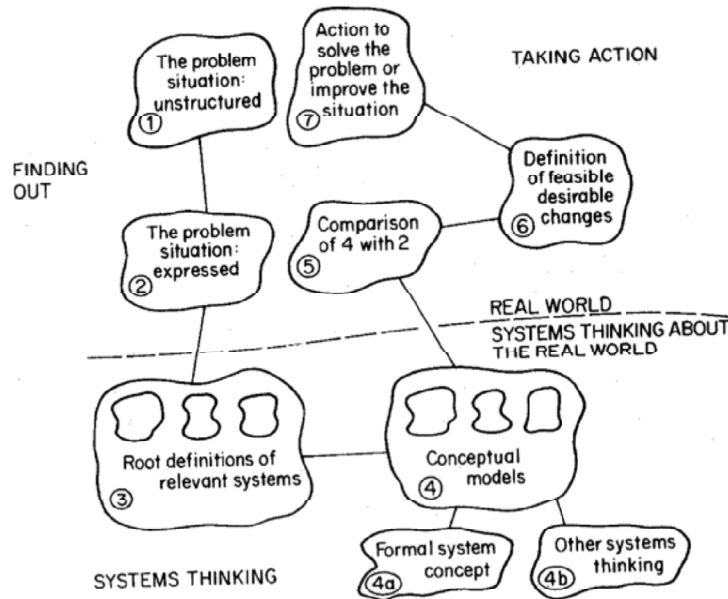

Figure 4: Soft System Methodology by Peter Checkland

5. RESULT AND DISCUSSION

5.1. Characteristics of the Respondents

Based on the count, over half of the 106 respondents were aged between 20 and 29with the remainder being under 20, aged 30 – 39 and a small number were over 40. Most of the respondents (70.7%) were private sektor workers and the remainder (24.53%) were self employed.

Table 1
Respondent Characteristics

Variable	Description	%	Variable	Description	%
Year	< 20	20.75	Education	High School	9.94
	20 – 29	58.49		Diploma	23.58
	30 - 39	3.77		Graduate	37.72
	> 40	16.98		Post Graduate	29.27
Occupation	Civil servant	1.0	Income (IDR.month)	< 5 million	15.09
	Entrepreneur	24.53		5 -10 million	18.86
	Private	70.7		> 15 million	30.21

5.2. Dominant Factors of Word of Mouth in Promoting Gedong Gincu Mangos and which magic words have highest weight

A number of sources have revealed that the magical selling words include free, you/your, announcing, introducing, new, secret (s), how to, guarantee and magic. However according to this research the magic words that support Word of Mouth fall under the categories of Branding (6 variables), Marketing (6 variables) and Sellings (12 variables). The following is a table which shows *standardized loading factors* and *measurement errors* from our Measurement Model where the variables are assessed using confirmatory factor analysis (CFA).

Table 2
Mesurement Model for Estimation, Value, and Load factor Parameters of variables for Branding, Marketing and Selling

Variable		λ	t count	Error	Validation
Branding					
1	New	0.58	-	0.66	Valid
2	Special	0.72	5.39	0.48	Valid
3	Unique	0.63	4.94	0.60	Valid
4	Colourful	0.50	4.18	0.75	Valid
5	Pioneering	0.5	4.15	0.75	Valid
6	Technology	0.71	5.33	0.50	Valid
Marketing					
1	Guarantee	0.65	-	0.58	Valid
2	Limited	0.44	4.09	0.81	Valid

Variable		λ	t count	Error	Validation
3	Sensational	0.72	6.27	0.48	Valid
4	Excellent	0.76	6.52	0.42	Valid
5	Quality	0.7	6.13	0.51	Valid
6	Superior	0.67	5.87	0.55	Valid
Selling					
1	Free	0.63	-	0.60	Valid
2	Sale	0.72	6.12	0.48	Valid
3	Discount	0.62	5.48	0.62	Valid
4	Profitable	0.53	4.78	0.72	Valid
5	Refundable	0.61	5.39	0.63	Valid
6	Reward	0.75	6.33	0.44	Valid
7	Delivered	0.72	6.15	0.48	Valid
8	Quick	0.64	5.61	0.59	Valid
9	Easy	0.6	5.29	0.64	Valid
10	Simple	0.63	5.51	0.60	Valid
11	Value	0.47	4.33	0.78	Valid
12	Promising	0.51	4.67	0.74	Valid

Table 2 shows that the Lamda value (influencing weight) of each dimension against the model proves that within the CFA Measurement Model the Word of Mouth (WOM) has validity in its individual dimensions.This is based on the validity criteria where the load factorscores have a t value which is valued at greater than the t- test in the table - (1,96).

After seeing that every dimension of the variable has good value we can then use the standardized loading factor score or lamda (Appendix 1)to see direct influence of each indicator on the dimension and each dimension on its variable.

On the Branding dimension it can be seen that the special indicator is the most dominant indicator as shown by the indicator being 0.72. Following that is technology with a loading of 0.71 and unique with (0.63). With the marketing dimension we see that excellent becomes the most dominant indicator at 0.76. Next is sensasional with a loading of 0.72 and quality with (0.70). In the selling the dimension of reward is the most dominant indicator with a level of 0.75 while delivered and sale have loadings of 0.72. The sensational factor becomes a deciding factor for WOM in relation to branding. From the singular point of view of consumer perception and preferrences towards brands this would be the dominant factor in their choice of brands. Consumer attitudes are more stable and long run predictors of choice rather than being short run marketing activities (Suntil Gupta, 1993)

Of the three dimensions we can see that product marketing has the highest loading factor of them all with a score of 0.94. This indicates that marketing is the dominant factor in WOM. This score is followed by the branding dimension with a loading of 0.89 and then selling with a loading of 0.87.

Reward words are an important factor in encouraging consumers to become informants in word of mouth. Reward is one of the motives of word of mouth associated

with approval utility that describes consumer satisfaction (Thurau *et al*, 2004). The reward need not take the form of cash but could bethat it makes the consumer feel exclusive by buying the product, and this in turn is another sign of appreciation from the company. This conforms with the opinion of Allsop et all (2007) that WOM has a strong influence along both rational and emotional dimensions. Product and service are rational attributes, while emotional appeal gets at personal emotions and higher-level values. Besides reward consumers, there are other things so that consumers are willing to become word of mouth representatives for a company and that is where the company thinks from the begining to give something to the consumer so that the consumer will enthusiastically do promotion without payment i.e. by giving the consumer something to sell utilizing their friend connections without hoping that they will sell to all their friends. According to Petya and Paul (2011) sooner or later WOM will become the most viral form of marketing for the sale of products and services. It will also become the way to employ consumers as honest communicators amongst fellow consumers.

5.3. The Relationship between the Magic Words, Word of Mouth (WOM) and Promotion

In this part of the discussion we will explain how the magic words such as special, excellent and reward become Word of Mouth and are used by a person in talking about, recommending and promoting Gincu Manggoes with friends or his / her social environment and how this will push other consumers into deciding to buy. A person will tell his /her environment that a certain supermarket has a promotional campaign for Gedong Gincu Manggoes whuch are usually very expensive. This person talks about how these gedong gincu manggoes have a special taste and aroma, that they are good quality and that there is an extra bonus from the supermarket during this promotional period. This extra bonus takes the form of collectible points from this specific supermarket and the points collected can be exchanged specific products.

5.4. Soft System Methodology

(a) Situational Problem: the unstructured situation

Ideally, having made the purchase and feeling satisfied with the product a consumer will inform other consumers who make further purchases of the product in the hope of gaining the same satisfaction.The first consumer had the role of delivering the message to the second consumer and others. Unfortunately not all first consumers remember words easily in order to quickly relay the message to the second and other consumers. There are so many associations / attributes about products received in the minds of the consumers that they are only able to remember one or two words easily and to transfer them directly from the mind of the first consumer to a second consumer. Those one or two words generally have to have a uniqueness so that they surface in a person's memory process. Marketing strategy needs to be able to start

inside a person's mind from the earliest stages, so that the process of product purchase satisfaction moves from the head of one consumer to others.

(b) Express with Rich Picture

Rich pictures are aimed at showing a realistic situation of a case that's not structured via a picture or a meningful symbol.The mking of a rich picture can be made in several stages until it becomes a part of the actors reality. (Figure 4).
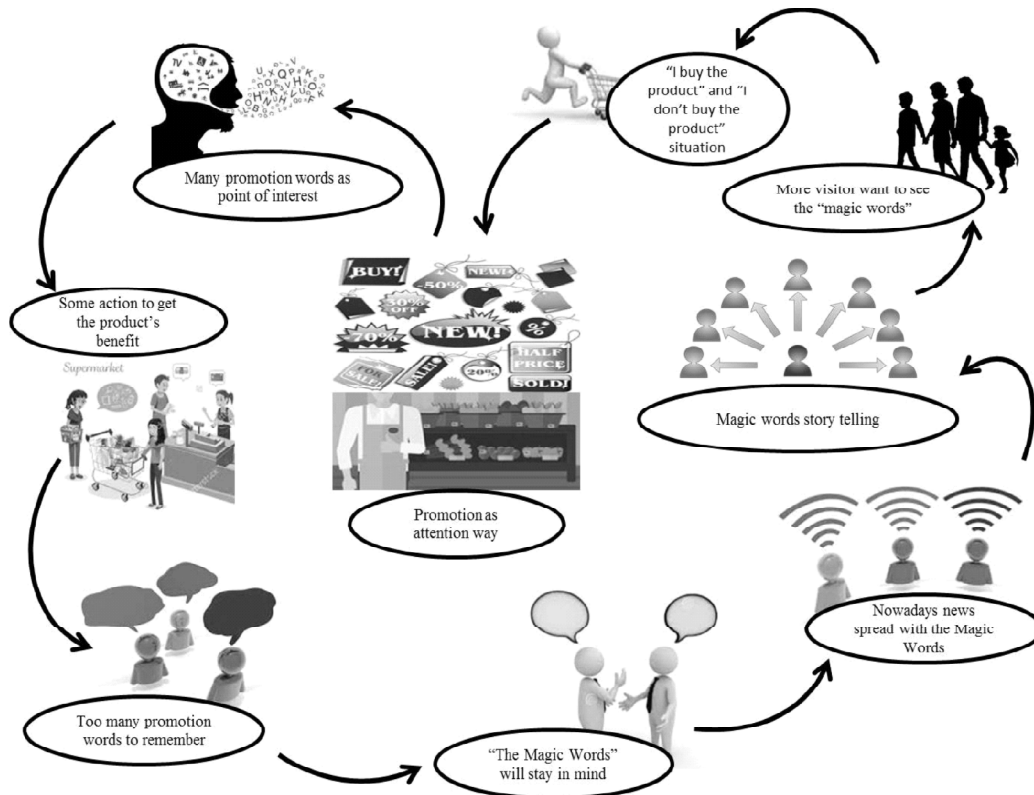

Figure 6. Rich Picture of Magic Words of Word-of-Mouth in Promoting 'Mangga Gedong Gincu' Product

(c) Root Definition

The root definition do not exist in reality, the equivalent in real-world terminology might be business objectives, mission statement, specification, and so on. In Figure 7, construction of the root definition requires a particular structure. At its core, a root definition describes a transformation process. The first rule is that for a transformation process to be properly formulated its input and output must be of the same kind (Wilson, 2001).

Input ➡ | Transformation | Output

Figure 7: Transformation Process

The tranformation process from this research is the "magic words available" as the input and "the magic words delivered" as the output. To help ensure that a drat Root Definition is acceptable Checkland and Smyth (1976) developed the CATWOE in (Table 3).

Table 3
CATWOE Analysis

CATWOE	Description	Case Analysis
Customer	The recipient of the output of the transformation process	Next consumer of Gedong Gincu mangos
Actors	Individuals who would do the activities in the resultant conceptual model	The first consumer of Gedong Gincu mangos
Transformation	Described either as an input-output conversion	The magic words of Gedong Gincu Mango promotion delivered from the first consumer to the next consumer
Weltanschauung	Practically interpreted as the statement of belief within the root definition	The magic words delivered to more consumer for promotion.
Owner	A wider-system decision taker with authority over the system defined, with a concern for the performance of the system	The seller of Gedong Gincu mangos
Environmental constraints	Features external to the system defined, which are taken to be significant	The first consumers are not satisfied so that did not deliver the magic words.

Related to this situation, the root definition representing WOM is as a promotion event. The first consumer who is satisfied with Gedong Gincu mangos from one seller will deliver the magic words to the next consumer, is the root definition of this case.

(d) The conceptual model

Data of this soft methodology are always regarded based on judgement and opinion. Thus, the conceptual activity models of SSM represent an idealization of the factors captured in a root definition, which itself only makes sense in the light of the world view or Weltanschauung (Wilson, 2001). Soft system methodology, root definition, CATWOE and conceptual models were specifically developed for Human Activity Systems (HAS). These are systems that achieve their purpose through human activity as opposed to software intensive systems or hardware (product) intensive systems (Burge, 2015). The Human Activity Systems (HAS) of this research show the first consumer activity in conveying "magic words" to the second consumer which later

acts as a promotion tool for the seller. The seller should be able to identify ways of promotion, dominant factors from every component of promotion, and create "magic words" in the heart of the consumers socially conveyed from one consumer to another. This activity may become a promotion achievement and is evaluated based on the consumer response and their purchase.

Basic construction of this conceptual model was inspired from Dentsu's AISAS model, which consists of Attention, Interest, Search, Action, and Share. With this AISAS model, we can describe the dominant factors in the promotion elements and direct consumer response from visual, consumers' hearts, and their creation of "magic words."
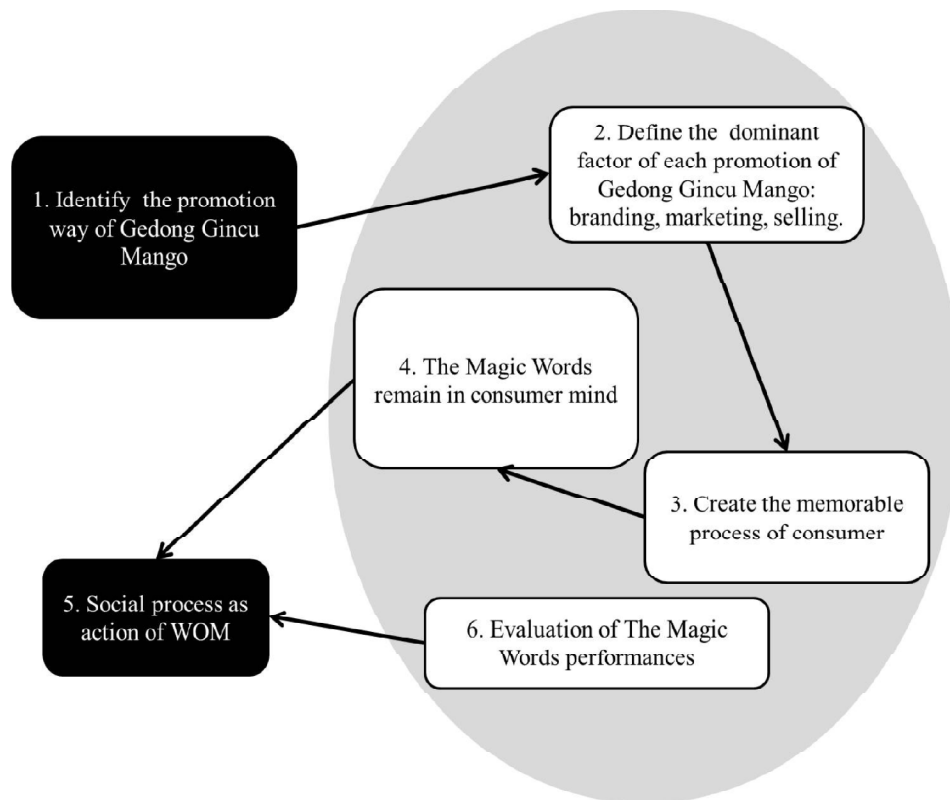

Figure 7: The Conceptual Model of the Magic Words of Word-Of-Mouth in Promoting Agriculture Product

Checkland (2004) also made an approach of "monitoring and control" and produced three potential answers known as "3E", which are effective, efficacy, efficient. The 3E formulation in this research can be seen in the following table.

Tabel 4
The formulation of "3E"

No.	Aspect	Description	Case Analysis
1	Effective	the system doing the right thing - contributing to the higher-level goals	This conceptual model consist of rational Human Activity System as the potential energy to reach the goals
2	Efficacy	the system providing the desired result	The conceptual model will describe the dominant factor of promotion, then create the magic words that could stay in first consumer's mind. This system will provide magic words delivered to the next consumer.
3	Efficient	the system using the minimum of resources	The process of remember the magic words and deliver it to the next consumer using the minimum resources.

(e) Comparation model to the real world

This following Table is the comparation of the conceptual model to the real world.

Conceptual Model	Exist or Not Exist	Real World
Identify the promotion way of Gedong Gincu Mango	Exist	A lot of research findings reveal effective ways of promotion that make it easy to identify the right ways of promotion for agricultural products
Define the dominant factor of each promotion of Gedong Gincu Mango: branding, marketing, selling.	Exist	Dominant factors can be found through research in promotion of Gedong Gincu products
Create the memorable process of consumer	Not exist	Seller focus on physical promotion, actually they can drive the consumer's mind with magic words.
The Magic Words remain in consumer mind	Exist	Consumers will remember well about product appearance, benefits, and product values consumed.
Social process as action of WOM	Exist	Nowadays social life grow rapidly by technology
Evaluation of The Magic Words performances	Not exist	Sellers feel that they so not need to evaluate the performance of WOM

(f) Formulation of Changes

The formulation of these changes can be done with an overview of the strategy. This approach according to Wilson (2001) is considered more efficient and takes advantage of the current process to identify changes that will be adopted. One of the marketing strategies of WOM by the sellers (supermarket / Gedong Gincu traders is with displays that enable consumers to easily at the products displayed visibly and attractively. Product knowledge can be communicated in consice and attractive brochures that are easly visible and understandable. Thus, consumers will readily remember the

appearance of products, benefits and value of the products they consume. Besides, identifying potential consumers helps sellers in promoting their products because of the their potential to become an ambassador WOM without having to be paid.

(g) Taking Measures

Taking measures for changes was made after the implementation of corrective measures. This was carried out by the seller to control promotional activities through the creation of magic words as a strategy.

CONCLUSION

1. The powerful words or magic words of branding are special, technology and unique.

2. The powerful words or magic words of marketing are excellent, sensational and quality.

3. The powerful words or magic words of selling are reward, excellent and sale.

4. From the three dimensions, marketing had the highest loading factor of (0.94). In other words, what you do is the most important factor in word of mouth, In this way, what is done by the first consumer (the consumer who transfers information) becomes the most important thing in the word of mouth transfer to the second consumer (the one who receives the information.

5. SSM makes it easy to decribe the concept of Magic Words which can play an effective role in promoting agricultural products

Limitation

The lmitations on this research relate to the research scope which is for perishable, voluminous and bulky gricultural products. Another restriction has been the number of magic words used in this research.

Further Research

Further research may add variables of magic word and how word of mouth affects a person's decision to buy as a result of the information from magic word.

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Appendix 1. Parameter Standardized Loading Factor CFA
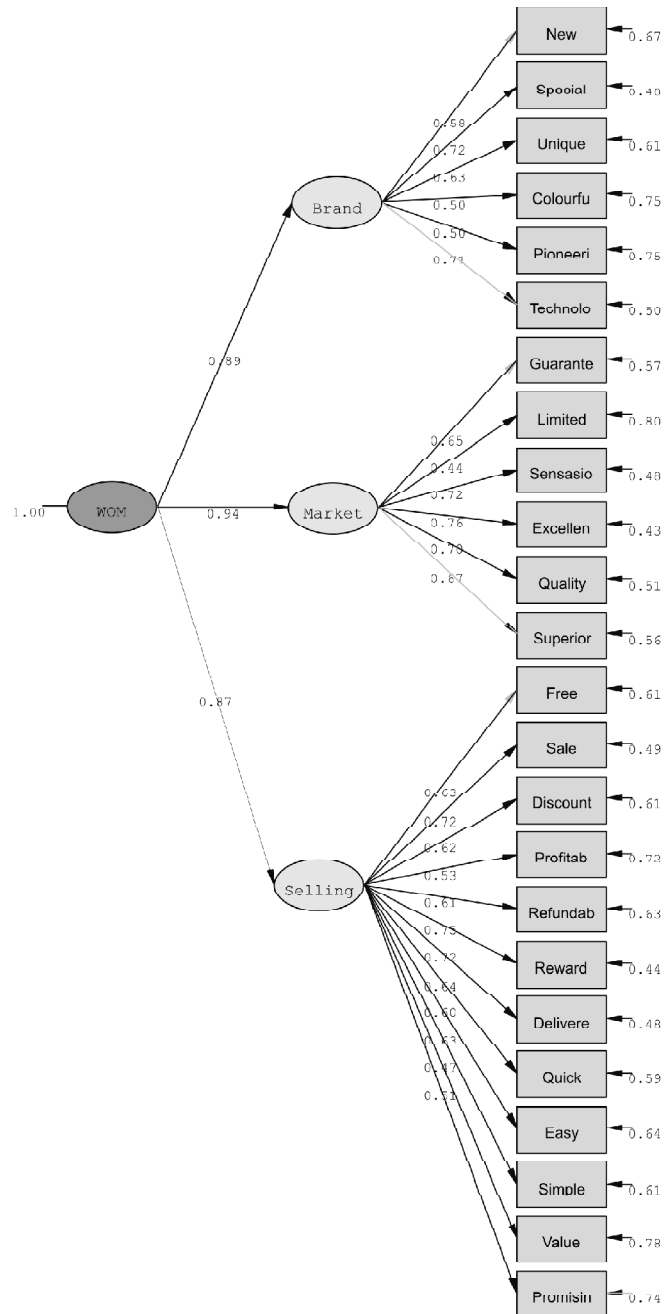
Chi-Square=721.41, df=249, P-value=0.00000, RMSEA=0.134
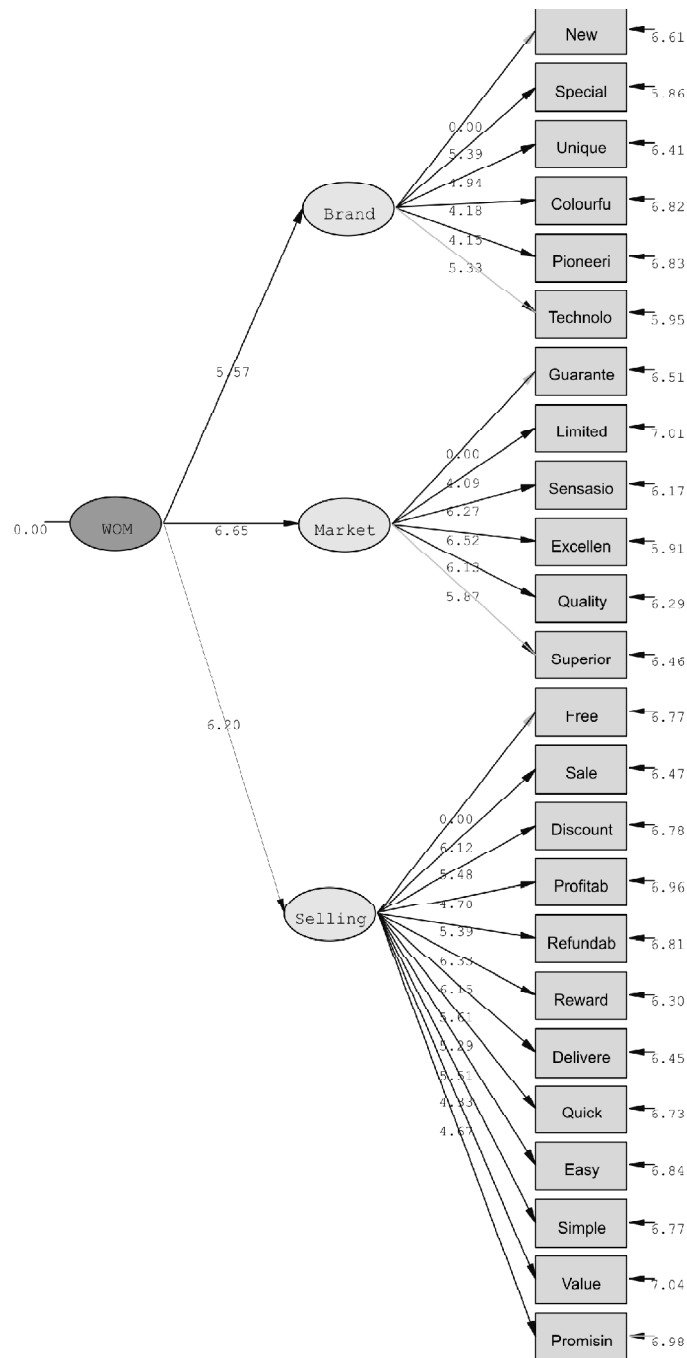
Test result of t Standardized Loading Factor CFA