

## **ABSTRACT**

Nowadays, technology development very affected trend in world global marketing. For example is internet. With internet, global market has no more boundaries. This development make marketeers to change their marketing strategy form to the internet marketing which one of them is TAYA.ID who want to focus on onlineshop with hope their product can penetrate to the global market. Every year, the internet users in Indonesia is increase. Association the internet services Indonesia (APJII) reported the internet users in Indonesia have reached 132.2 million people until 2016. With the result that, many entrepreneur take advantage as a new possibility business by using social media in promoting their product include TAYA.ID as a new woman brand fashion that used social media as a marketing and sales simultaneously. But the fact that happen to TAYA.ID is their followers and sales growth quite slow. This research written with objective of knowing the effectiveness of TAYA.ID social media ad in instagram. technique sampling taht used in this research is purposive sampling with the criteria the respondent have bought the product of TAYA.ID and know the information about TAYA.ID product by official account social media of TAYA.ID. this research use EPIC Model as a calculation method the effectiveness that consist of 4 dimension that are empathy, persuasion, impact, and communication. The conclusion of this research show that TAYA.ID social media ad is effective with 2.752 the value for empathy, 2.742 for persuasion, 2.722 for impact, and 2.895 the value for communication. The conclusion also show that the average of entire value of four dimension of EPIC Model is effective with 2.777 for the value of EPIC Rate.

**Keywords: Ad Effectiveness and EPIC Model**