

ABSTRACT

The insurance industry in Indonesia in recent years has shown a fairly good development. Insurance companies show growth where more and more customers are using insurance services in their lives. Public awareness of the importance of protecting various types of risks that can happen to them at any time is one of the causes of the high number of insurance users lately. In its development, insurance companies issue a variety of products that can be selected and used according to the needs of the customers concerned. This is so that more and more customers are using insurance services and more sales can be created. types of insurance products that can be chosen by insurance user customers. This also creates a scent of good competition among insurance service providers, where they will certainly compete to provide the best service in the products they have. This study aims to determine the effectiveness of television advertising media at PT Prudential.

This study uses a type of quantitative research with the EPIC method. Using non probability sampling techniques; purposive. The samples taken from this study were 100 people.

From the results of the study it can be concluded that the television insurance product advertisement PT. Prudential is quite effective as a company promotion. This is indicated by the EPIC RATE value of 2.99. With effective emphaty dimensions with a score of 2.91; effective persuasion dimension with a score of 3.0; effective impact dimensions with a score of 3.06; effective communication dimensions with a score of 3.02.

Key Words: EPIC Model, The Effectiveness Of The Ads