

ABSTRACT

Teh Botol Sosro is a brand of jasmine scented tea marketed by PT. Sinar Sosro. In 2017, TopBrand-award.com. stated that Teh Botol Sosro has the number 1 brand value as ready-to-eat tea. But in 2018, Teh Botol Sosro experienced a decline in brand value. Marketing activities that are carried out to increase sales of Teh Botol Sosro products are by displaying advertisements on YouTube. In 2018, Teh Botol Sosro released an ad on Youtube titled #HariUntukBagi. The advertisement aired by Teh Botol Sosro can be analyzed using the EPIC model by AC Nielsen to find out the effectiveness of advertisements through Youtube social media. This research is descriptive research with involving independent variables in the form of empathy, persuasion, impact, and communication. This study involved 400 respondents of Youtube users who saw the Teh botol Sosro ad. The results of this study prove that the Teh Botol Sosro #HariUntukBerbagi advertisement is considered effective with an EPIC rate of 3.66, and states that the EPIC variable is considered effective

Keywords: *Effectiveness of advertising, EPIC model, Teh Botol Sosro, YouTube*