

Abstract

YouTube is a video sharing site which is currently a frequently visited sites included in the world and includes Indonesia. Now, Youtube is ranked third in the world and ranked fourth in Indonesia's most visited sites according to Alexa.com. The existence of Youtube site used by Olx.co.id, online store that got rank 1 brand awareness levels according to the magazine's marketing mix communication, to be used as an advertising medium. Olx.co.id itself have a competitor that is Lazada.co.id which has ranked number two in the magazine marketing communication mix. Lazada also have accounts on social media Youtube. In social media Youtube, viewers who watch video uploaded by OLX that amount more than the Lazada. But according similarweb.com, viewers who access or click on the link in the moving video uploaded by them, shows that more and more people are accessing to Lazada compared with OLX. That is why the study was conducted.

The purpose of this study was to determine the effectiveness of advertising through social networks measured by the method EPIC. Brands studied were Olx.co.id. The samples in this research by using non-probability sampling techniques. This research was done by spreading questionnaires to 384 people who live in Jakarta using accidental sampling. Variables examined to measure the effectiveness is empathy, persuasiveness, impact, and communication.