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The development of the internet today is very rapid. With the increasing development of the internet one of them is social media such as Instagram, facilitate business actors to conduct marketing activities in promoting. The purpose of this study was to determine the effectiveness of advertising through social media Instagram measured by using the method EPIC (Emphaty, Persuasion, Impact, and Communication). The object studied in this research is PT Tiki Line Nugraha Ekakurir (JNE).

The method of analysis used is descriptive qualitative. This research was conducted by spreading questionnaires to 100 respondents who have seen JNE ads in social media instagram. The sampling technique used in this research is nonprobability sampling.

Based on the results of research that has been done about the effectiveness of JNE ads through social media Instagram using EPIC method, the average score of respondents on the dimensions of empathy obtained results of 3.15, the dimension of persuasion of 3.06, the impact dimension of 3.04, and dimensions communication of 3.07. The EPIC rate is 3.08. This shows that JNE ads on instagram social media are included in the effective scale range.

Keyword : Advertising Effectiveness, EPIC method, Instagram.

