

ABSTRACT

This research was conducted to determine the effectiveness of Batagor Hanimun Cimahi's social media in Instagram. Batagor Hanimun as an advertiser uses advertising on social media Instagram with the aim to expand or capture consumers. Ad effectiveness is measured using EPIC Model and Direct Rating Method (DRM) measurement methods. The EPIC method measures the response of ad readers from various stages, from Emphaty, Persuasion, Impact, and Communication. The DRM method measures reader response from various stages, from Attention, Read Thoroughness, Cognitive, Affection, and Behavior. This response stage is used to measure the effectiveness of Hanimun Batagor ads in social media Instagram. This research uses quantitative approach with descriptive research, and measurement of EPIC Model and Direct Rating Method (DRM). Data collection is done by distributing questionnaires to the people of Cimahi City and Cimahi City People who know about Batagor Hanimun and have seen his ads on social media Instagram. With the number of samples taken as many as 100 respondents. Based on the results obtained from the measurement results using EPIC Hanagun Batagor ad model in social media Instagram into the effective scale range of 3.18. This result shows that the advertisement is effective in introducing product advertisement to the consumer. The measurement results using DRM (Direct Rating Method) Hanagun Batagor ads in social media Instagram get into the range of scale is very effective that is equal to 75.6. This shows that the advertisement is successful in attracting attention, understanding, cognitive, affective and can influence consumer behavior to buy Hanimun Batagor product.

Keyword: Effectiveness of Advertising, EPIC Model, Direct Rating Method (DRM), Social Media, Instagram.