

## ABSTRACT

*The development of communication technology certainly has an impact on information. In this day and age people certainly really need the actual and fast information. With the press, of course, it will make it easier for people to get information. According to Nielsen Radio Audio Measurement in 2016, Radio penetration rates for the highest consumers are in Palembang city with 97%, followed by listeners in the city of Makassar (60%), Bandung (54%), Banjarmasin (53%) and Yogyakarta (51%). Bandung is in third place, one of the radios in Bandung that attracts a company to advertise is the Play99ers Bandung radio.*

*Radio Play99ers Bandung is a Bandung youth radio that has a target audience starting from the age of 15 years to 24 years. Having a variety of programs, it is certainly very interesting for a company to advertise on this radio, one of them is Everjoy Café. Therefore, researchers want to examine how the effectiveness of advertising from Everjoy Café. The method used to measure the effectiveness of the ad is the EPIC Model which consists of four dimensions namely Emphaty, Persuasion, Impact, Communication. This study uses quantitative methods and descriptive research types.*

*The sampling technique used is nonprobability sampling technique with a type of purposive sampling with criteria determined by the researcher. The results of this study prove that advertisements from Everjoy Café on Play99ers Bandung radio are considered effective because the results obtained from the EPIC Model calculation enter the effective range (68% -84%), namely empathy dimensions 76.5%, persuasion dimensions 73.75%, impact dimensions 78.2%, and communication dimensions 77.2%.*

**Keyword :** *advertising effectiveness, EPIC Models*