

ABSTRACT

This study aims to determine the effectiveness of Vespa motorcycle advertisements through social media namely Instagram using the EPIC method. The four dimensions of EPIC are the Empathy Dimension, Persuasion, Impact and Communication. This type of descriptive research with quantitative methods with a total sample of 100 people. Data analysis techniques used are simple tabulation analysis, average score and EPIC rate calculation. The four EPIC dimensions of the model include, empathy (3.16), persuasion (3.09), impact (3.08), and communication (3.14) at the effective scale. In the picture also explained that the results of the average score which is 3.11 means that the company must improve the method to further highlight the advantages of VESPA motorcycles compared to other brands in the same category so that the message delivered can be accepted by consumers even though it is still on a scale effective.

Keywords : Ad Effectiveness, EPIC, Instagram