

ABSTRACT

The phenomenon of the emergence of Integrated Marketing Communication (IMC) is an innovative message in communication devices that forces companies to look more closely at the marketing flow. The importance of a promotion or communication with respect to its function, namely to state and provide information to the public about the overall description of a product used. In order to make advertisements worthy of publication, of course, there are several requirements that must be met by advertisers. This study aims to measure the effectiveness of Cerdikiawan's version of Gojek's advertisement on television as a promotional media using the EPIC Model.

The effectiveness of advertising can be shown by the extent to which the company can meet its target achievement. The effectiveness of advertising can be analyzed using the EPIC method. The EPIC model calculates the effectiveness of advertisements with four measurement dimensions, namely empathy (Empathy), persuasion (Persuasition), impact (Impact) and communication (Commucication). The hypothesis of this study is "Cerdikiawan's version of Gojek advertisements on television as a promotional medium is in the effective category".

The research methodology used is descriptive quantitative. The population used is the Indonesian people who have watched Cerdikiawan's version of Gojek advertisement on television with a sample of 400 respondents. Data collection was obtained through distributing questionnaires. Data analysis in this study using the EPIC Model.

Based on the results of the study, it is stated that the overall average score of the Gojek ad version of Cerdikiawan on television is included in the effective scale range with a score between 3.41-4.20, namely 4.08.

The Empathy dimension received the lowest rating. Therefore, it is advisable for Gojek to show Gojek's advantages compared to its competitors on several television channels.

Keywords: Effectiveness of advertising, EPIC Model, Gojek, Television