

ABSTRACT

Along with the development of the era that makes internet technology widely used so as to encourage people to access the use of social media in everyday life, one of the business people who use social media as a promotional media. Utilization of social media as a promotional medium to communicate and introduce products to consumers is able to attract consumers in making purchasing decisions so as to increase company sales. Through promotions on social media, it is easier for potential consumers to understand the message conveyed so that they can attract attention and reach the target market. The existence of promotions through social media can increase sales transactions, one of which is in the beauty industry sector in facial or skin care products.

The purpose of this study was to determine the effectiveness of promotions on social media Instagram, TikTok and Facebook used by Avoskin skincare products. To measure the effectiveness of promotions, this study uses the EPIC model method through its four dimensions, namely the dimensions of empathy, persuasion, impact, and communication.

The data processing method used in this study is a quantitative method in the form of descriptive analysis. This study uses a non-probability sampling technique. The data collection technique used in this research is primary data by distributing questionnaires with a total of 385 respondents. The population used in the study were users of Avoskin skincare products in Indonesia.

The results of the research using the EPIC model show that the highest level of promotion effectiveness is Instagram with an EPIC rate of 3.56, followed by TikTok with an EPIC rate of 3.54 and followed by Facebook with an EPIC rate of 3.33. Overall, the results using the EPIC model show that the effectiveness of social media promotions Instagram, TikTok, and Facebook on Avoskin skincare products is very effective.

Based on the results of this study, further researchers are expected to use other methods. The company is expected to maintain and increase promotional activities through Instagram social media as the main promotional media. As well as having to increase the dimensions that are still felt to be lacking, especially the persuasion dimension on Instagram in order to provide consumer interest and desire to buy.

Keywords: *EPIC Model, Promotion, Social Media.*