

## ABSTRACT

*This study was conducted to determine the effectiveness of social media marketing Instagram carried out on PT Telkom's TREG 2 witel in 2022. The purpose of this study was to analyze how the TREG 2 social media marketing effectiveness of Instagram witel TREG 2 in 2022 using the EPIC Model method, the results of this study are expected can provide benefits for the South Jakarta Witel to evaluate their Instagram social media marketing so that they get the expected results. The object of this research is the South Jakarta witel Instagram social media, namely @indihome.telkomjaksel. Data collection was obtained through distributing questionnaires to 100 respondents from Instagram followers @indihome.telkomjaksel.*

*This study uses quantitative methods with descriptive analysis type of research with the dimensions of the EPIC model. The EPIC model is an analysis that is used to measure the effectiveness of Instagram's social media marketing using four dimensions, namely empathy, persuasion, impact, and communication.*

*Each of the results of the dimensions get points that have an effective category, namely Empathy, a point value of 86%, for the value of Persuasion of 85%, for the value of impact getting 84%, and Communication getting a value of 83%, are in the effective category. From the results of measuring the average score of PT Telkom's Instagram Witel TREG 2 social media marketing effectiveness, it shows that the point value is in the effective category with a total score of 85%.*

**Keywords:** *Effectiveness, Social Media Marketing*