ABSTRACT

The Lobby Store exists because of the opportunity for complementary goods, which are still difficult to get for the people of western Seram, this is due to the lack of retail businesses engaged in home and appearance equipment, even though if you look closely the businesses in this segmentation have a fairly high market share. , based on this, Lobi Store innovated to open our first store in the people's market of Piru city with the main target consumers being urban communities, but to cover a wider range of sales we must provide new media in marketing and transactions, and one of our strategies is create social media for the Lobby Store, especially on Instagram because our main consumers are millennials. Social media-based marketing is very promising because the growth of gadget users in Indonesia is very massive, especially when it is stimulated by the COVID-19 pandemic which has a big impact on transactions using digital media. The approach used in a study by the author is a quantitative approach. According to Sugiyono (2018: 15) the quantitative approach is the method applied in research in the form of numbers and analysis using statistical data. In this study, the effectiveness of the Lobi Store's Instagram advertising exposure will be determined. In this study using a variable, namely Advertising Effectiveness (X). The description of the above discussion regarding the analysis of the effectiveness of social media marketing Instagram page Lobi Store Kota Piru 2022 using the EPIC Model Nielsen method, with a total of 100 respondents, which are consumers who see advertisements from Store Lobby Instagram page. In this quantitative study, using only one variable X with 4 sub-variables EPIC The continuum line model of the effectiveness of social media marketing Instagram page Lobi Store Kota Piru 2022 of 3.2 is in the effective category, with the maximum value for effectiveness which is 5. The overall X variable is the effective Nielsen Model EPIC method, from these results reflect the content, application of branding, emotions, and advertising information to consumers are conveyed well.

Keywords: Advertising, Effectiveness, EPIC Model