

## **ABSTRACT**

*Along with the rapid development of technology, namely in the field of information and communication, the needs of the Indonesian people to get practical, easy and efficient services are increasing. Instagram is a very effective means of promoting and introducing MSME products. Instagram is one of the most popular platforms in the world. Instagram is currently a promotional and advertising tool, the @Go\_thaitea\_official Instagram account is one of the accounts that uses Instagram social media as a promotional tool. The advantage of using Instagram for business people is that they don't have to pay if they want to promote their products to consumers. The purpose of this study was to determine the important points of effectiveness in advertisements displayed through Instagram to the audience of the Go Thaitea beverage brand. The research method used is quantitative method, descriptive analysis by distributing questionnaires via google form to 100 respondents.*

*Based on the results of research that has been done regarding the effectiveness of Go Thaitea advertising through Instagram social media using the EPIC method, the average score of respondents on the empathy dimension is 3.52, the persuasion dimension is 3.49, the impact dimension is 3.5 and the communication dimension of 3.46. So that the EPIC rate value is 3.49. This shows that the Go Thaitea advertisement on Instagram social media belongs to a very effective scale range.*

***Keywords: Advertising Effectiveness, EPIC Method, Instagram***