

ABSTRACT

The rapid development of social media marketing in Indonesia has encouraged Bloods Bekasi to carry out a marketing strategy through Instagram social media which already has 18.4K followers on Instagram social media accounts. However, the increase in sales of Bloods Bekasi through Instagram has been slow. This research was conducted with the aim of knowing the effectiveness of Bloods Bekasi Instagram social media advertising. The research methodology used is descriptive quantitative. The sampling technique used in this study was purposive sampling with sampling taking, namely having seen Bloods Bekasi advertisements on Instagram social media, which was carried out by distributing questionnaires to 100 people. This study uses the EPIC Model as a method of calculating advertising effectiveness which consists of four dimensions, namely empathy, persuasion, impact, and communication. The results of the empathy dimension are very effective with a value of 3.31, the persuasion dimension is effective with a value of 3.22, the impact dimension is very effective with a value of 3.26, and the communication dimension is very effective with a value of 3.26. The results of this study state that the effectiveness of Bloods Bekasi advertisements on Instagram social media using the EPIC Model approach is very effective with an EPIC Rate value of 3.27.

Keywords: Marketing mangement, Instagram, Advertising, EPIC Model