

ABSTRACT

Social media has become known to the public in the development and advancement of technology as it is today. Using social media to encourage business marketing efforts can be an effective means of online business marketing, both products and services. One type of digital marketing is in the form of campaigns carried out through social media and structured in such a way as to strengthen product information. The effectiveness of an advertisement can be seen from how much the ad is received and can attract attention, be easy to understand, remember, and arouse consumer emotions to achieve the goals of the advertisement. Two levels of advertising are adequate, namely: first, advertising must be able to satisfy consumers. Second, advertising must achieve the competition's goal (Mahdi et al: 2020). Several methods are used to measure the effectiveness of social media, one of which is the EPIC Model method.

The approach used in this research is quantitative. The population in this study were all followers and audiences on Instagram SLI (International Direct Dialing)Telkom Jabar social media. In this study, data was collected using observation and questionnaires to determine the effectiveness of social media marketing campaigns on international direct product connections using the EPIC Model method.

Based on calculations, the research results show that the campaign carried out by SLI Telkom Jabar is a very effective advertisement. It can be proven through the results of processing the cumulative average of the four dimensions to get an EPIC Rate value of 3,537 and are included in the "very effective" category. Of the four dimensions of the EPIC Model measurement, the leading dimension is the Empathy dimension, with a value of 3.613. In contrast, the lowest dimension is the Persuasion dimension, with a value of 3.453.

Keywords: *Social Media, Campaign, Effectiveness, EPIC Model*