

ABSTRACT

This Current state requires many companies to be more selective in allocating their budget. Marketing spending, promotion and communication are usually cut for the efficiency. In this term of condition, internet and other digital media begin to be paid attention seriously as the alternative media which are cheaper in the marketing activities. SMS Broadcast become one of the alternative that is favored by the marketers in marketing their products now, such as the branch of Dunkin Donut's company in Buah Batu Bandung that runs food business, donut. In competition that are tighter, Dunkin Donut's company cannot just handle product development, but it is accused to do some promotion to maintain the company or product that is offered. The problem of research is how far is the implementation and promotion effectiveness by SMS Broadcast at the branch office of Dunkin Donut's Buah Batu, Bandung. The purpose of this research is to know how far is the implementation and promotion effectiveness by SMS broadcast can be the good promotion instrument for Dunkin Donut's company. The promotion effectiveness by SMS Broadcast Dunkin Donut's by using EPIC Model and give EPIC Rate that means over all the application of SMS Broadcast Dunkin Donut's is effective enough in promoting the product and service that are offered. The object of research is the branch office of Dunkin Donut's Buah Batu, Bandung. The study case is the customer of the branch office of Dunkin Donut's Buah Batu, Bandung. The methodology of the research is descriptive quantitative and the way to collect data uses questionnaire. The data is tested by using validity test, reliability test, average score and EPIC rate. EPIC rate results illustrate the position of promotion of a product through SMS Broadcast, are in the range of 4.228%, which means the scale is very effective.

Keywords: *Promotion Effectiveness, SMS Broadcast, Dunkin Donut's and EPIC Model.*