

ABSTRACT

The purpose of this research is know the effectiveness of social media advertising, which is measured through EPIC method. The object of study is Telkomsel, XL Axiata, Indosat. The study was conducted WITH spreading questionnaires to 400 respondents indicated WITH using convenience sampling. The variables studied to measure the effectiveness review is empathy, persuasiveness, impact, and communication. Of Opinion Score average respondent differences measure the dimensions of empathy That statement obtained results by 3:18 for a review of Telkomsel, Indosat and 3.25 to 3.33 for a review XL Axiata review. To review the dimensions of persuasion by 3:16 for a review of Telkomsel, Indosat 3:32 for a review, and 3.28 for a review XL Axiata. For a review of Impact dimension of 3.09 for a review of Telkomsel, Indosat and 3.27 for a review of 3.34 for a review XL Axiata. Untuk communication dimensions of 3.22 for a review of Telkomsel, Indosat 3:23 for a review, and 3.43 for a review XL Axiata , So the level of EPIC TIN 3:17 to review Telkomsel, 3.35 for a review of Indosat, XL Axiata 3.35 for review. The EPIC-level value indicates that social media advertising ON Telkomsel, Indosat, XL Axiata rated effective.

Keywords: Social Media Advertising Effectiveness, EPIC method