ABSTRACT

Advertising is one of the components that play an important role in conducting the activities of marketing communications. Advertising is an effective low-cost way to spread a message, both to build brand preference or to educate people. With the inception of social media as a digital media that can be encompassed all circles from various places, many companies began to use it as a medium to advertise. Tropicana Slim low-calorie sugar as a product that ranks among the top in the Top Brand Index 2017 then create ads with content webseries. This research was conducted with the aim to find out the effectiveness of ad webseries Tropicana Slim Stevia with the title "SORE – Istri dari Masa Depan" in social media Youtube against the attitude on the brand. This research uses the EPIC Model as a method of calculation of the effectiveness of Multiple Linear Regression and to know the influence of EPIC dimensions Model against the attitude on the brand. The results of this study proves that advertising webseries Tropicana Slim Stevia rated 3.00 value as well as the effective dimensions of effectiveness of advertising with the EPIC Model of 67.6% against the attitude toward brand while the rest amounted to 32.4% a variable contribution is not examined in this study.

Keywords: Advertising Effectiveness, *EPIC Model*, and Attitude Towards Brand.