

ABSTRACT

In the increasingly fierce business competition, companies must review marketing issues, to promote their products or services using advertising media, whether advertisements in print media (newspapers, magazines, posters, etc.), or electronic media (television, radio , internet), in addition from advertising the event also has an important role for the company which is to increase consumer interest so that they will purchase the product. Radio is one of the media that is trusted to run advertising activities and events that holds an important role for the company. Therefore, the measurement of the effectiveness of advertising and event needs to be done. As for searching for the effectiveness of advertisement and event, this research uses measurement method developed by AC Nielsen leading marketing researcher by using EPIC Model method that is Emphaty, Persuasion, Impact, Communication.

The method used in this research is descriptive quantitative research method, the data collection technique that has been used is to distributed questionnaires to respondents, to be estimated to 100 respondents who have or always listened to Play99ers radio, with nonprobabilty sampling technique with purposive sampling type.

Based on the results of research using EPIC Model model of respondents' responses to the effectiveness of advertisements on radio Play99ers proved that the communication dimension has the highest score of 75, 81% (effective), emphaty dimension 73.94% (effectiv), dimension Persuasion 74.75%), impact dimension 70,75% (effective). While the effectiveness of event dimensions of communication also has the highest dimension with a score of 78.75% (effective), 74% emphaty dimension (effective), dimension Persuasion 75,58% (effective), and dimension of impact 75,08% (effective)

Keywords: Effectivity of Advertisement, Event, EPIC Model