

ABSTRACT

Advertising is a means to market the goods or services that you want to offer, especially for the community. For most, advertising is an attractive choice, as well as information, advertising and also as a medium of entertainment and media. One of the companies that do product advertising is PT. Indonesian Telecommunications. This study aims to analyze advertising through outdoor media using the EPIC model from the dimensions of Emphaty, Persuasion, Impact, Communication. The method used in this study is the EPIC Rate method. This type of research is quantitative descriptive. The sample used in this study was 100 respondents. The results of this study indicate that IndiHome's outdoor media advertising can be used as a company promotion. This is shown from the EPIC Rate of 3.07.

Keywords: *Emphaty, Persuasion, Impact, Communication.*