

## **ABSTRACT**

*This study aims to determine the effectiveness of vans shoes advertising through social media that is instagram by using EPIC model technique. Four dimensions of EPIC are Empathy, Persuasion, Impact and Communication Dimensions. This type of descriptive research with quantitative methods with the number of research samples as many as 100 people. Data analysis techniques used are simple tabulation analysis, mean score and EPIC rate calculation. The four dimensions of EPIC Model are, empathy (3.20), persuasion (3.13), impact (3.06), and communication (3.14) are on the effective scale line. In the picture also explained that the value of the weakest effectiveness is the dimension of impact with a value of 3.06 this means the company should further improve the method to further highlight the advantages of VANS shoes than other brands in similar categories so that the message delivered can be accepted by consumers although still located on an effective scale.*

**Keywords** : advertising, epic rate.