

## ***ABSTRACT***

Advertising is the delivery of mass messages to all prospective buyers with a relatively cheap price, and the seller can repeat the message to be conveyed with a large number. PT Pertamina (Persero) is one company that uses advertising as one of the ways to promote its products, namely Peralite. Research on the effectiveness of the advertising of Peralite products using EPIC Model aims to find out how effective the advertising of Peralite products on Television media is. This research was conducted in the city of Bandung because basically measuring the effectiveness of advertising is very important to be done by a company whether the message delivered by the advertisement is reached or not.

The method used in this research is to use quantitative methods with the type of analysis used is descriptive. Sampling with non-probability sampling method with purposive sampling type with 100 respondents who have seen the advertisement of Peralite product. Data analysis technique used is descriptive analysis technique. Variables that are meticulously to measure effectiveness are Empathy, Persuasion, Impact, Communication.

From the total score of respondents' opinions on the questions that measure the dimensions of Empathy obtained results of 2.92, Persuasion dimension of 2.73, Impact dimension of 2.56, and from the Communication dimension 2.89. The EPICrate 2.77 value indicates that overall it can be concluded that Peralite product advertisements are on an effective scale.