

## ABSTRACT

*The era of globalization now has a big influence on the development of the industrial world in Indonesia, including the instant noodle industry. The development of the instant noodle industry in Indonesia is rapidly increased (tribunjogja.com, edition 2017) Based on data compiled by the World Instant Noodles Association (WINA), the total consumption of instant noodles in Indonesia is estimated to reach 14.8 billion packs in 2016. This figure increased from the previous year's consumption, which was 13.2 billion packs. In addition, in 2017 it is projected to return to an increase of up to 16 billion packages. PT. Indofood as a form of response to the increasingly intense competition between instant noodle producers today. One promotional activity that was intensively carried out by PT. Indofood is advertising.*

*The purpose of this research is to find out the effectiveness of advertising through Instagram social media which is measured using the EPIC method (Empathy, Persuasion, Impact, and Communication). The object examined in this study was PT. Indofood Sukses Makmur, Tbk.*

*Based on the results of research that has been conducted on the effectiveness of Indomie Ramadhan advertisements on Television media using the EPIC method, the results of the average score of respondents in the empathy dimension are 3.16, the persuasion dimension is 3.22, the impact dimension is 3.16, and communication dimension of 3.13. So that the EPIC rate value is 3.17. This shows that the Indomie advertisement for the Ramadan version on Television media is included in the effective scale range.*

**Keyword :** *Advertising Effectiveness, EPIC Method, Television*