

ABSTRACT

In this era of globalisation the rapid development of digital media has affected the marketing world. Internet marketing has grown and transitioned from the conventional marketing concepts to a more modern concept through social media. The variety of presentations so that the advertisements watched by the public are increasingly creative, one of them is by presenting advertisements with the theme of web series. Web series advertisements are a series of serial cinema specially designed to be broadcast through web-based TV technology (Youtube) which lasts 10-15 minutes.

The EPIC Model will be used to test the effectiveness of an advertisement based on the way companies deliver their message. This research will measure four variables of EPIC Model namely Empathy, Persuasion, Impact, and Communication. The four of dimensions will be processed to get the EPIC Rate value which will indicate whether the advertisements is effective or not.

Data for this research will be gathered through questionnaire of 400 whom have watched the web series titled SORE – Istri dari Masa Depan, Mengakhiri Cinta dalam 3 Episode dan LINE – Nic and Mar. From the distributed questionnaire, all 400 questionnaires were declared valid. Data processing is done using SPSS version 23.

The results of distributing questionnaires to each respondent state that the dimensions of empathy, persuasion, impact and communication are in effective criteria. Then the results of the EPIC Rate or the overall average of Youtube series web advertisements are in the effective criteria for marketing a brand or product.

Based on the results it can be said that web series advertisement are effective are considered effective in growing empathy, are persuasive, have an impact on both the company or advertising agency and have good communication albeit the needed improvements in all the dimensions especially the dimensions of Empathy and Persuasion.

Keyword: *Advertisement, Effectiveness of Advertising, EPIC Method, Social Media.*

