ABSTRACT

This research was conducted to find out the effectiveness of social media ad Instagram conducted by Eduplex, Bandung. the aim of his research was carried out to analyse How Social Media Ad Effectiveness Instagram Eduplex coworking method using EPIC Model, the results of this study are expected to provide benefits for the management to the Eduplex evaluate ad optimally so get the expected results. EPIC is the analysis model used to measure the effectiveness of advertising by using the four critical dimensions i.e. empathy (the feeling), persuasion (trust), impact (product knowledge), and communication (the impression). These studies use quantitative methods with types of descriptive research analysis. Population 30 startup that becomes tenan coworking space eduplex in Bandung. Sampling done by the method of non-probability sampling the sampling type is saturated. With the number of reponden 30 Respondents. Technical analysis data used are descriptive analysis Epic Model.The results that have been obtained from calculations using the method rataan EPIC model obtained that result from each dimension gets points which belong into the category effectively i.e. Empathy with a value of 3.73 points, to the value of the Persuasion get value of 3.65 points, to points impact get value of 4.01, the last Communication and get the value of 3.62, which are in the category of effective. The conclusion of the results of the measurement of Advertising Effectiveness rataan score social media Instagram at Eduplex coworking Bandung, using the EPIC approach of modeling, showing that the effectiveness of the ad contains the Eduplex Instagram rated category Effective with an average value of Epicrate amounted to 3.75.

Keywords: *The effectiveness of the advertising, the EPIC model**,** Startup Business*