

ABSTRACT

Advertising is one of the most important forms of marketing for companies in introducing their products to the general public. not all products have the freedom to display their product introduction on mass media such as television. Cigarette advertisements on television are packaged differently. Cigarette companies may not display products and can only display images of products advertised, or are "sophisticated" and can only be aired at certain hours. This is because of Government Regulation (PP) No. 1 of 1999 concerning the safety of cigarettes for health. Article 46 paragraph 3 of the Law (Law) of 2002 (Broadcasting Law). A challenge for producers to introduce their products to the public. Due to the huge advertising costs and limitations in making advertisements, an analysis of the effectiveness of the advertisements made by PT HM Sampoerna is needed. This study aims to analyze the effectiveness of the Sampoerna A-Mild advertisement "Later You Also Understand" by using the EPIC Model. EPIC Model is one method for analyzing advertising effectiveness by using four critical dimensions, namely Empathy, Persuasion, Impact, and Communication on consumer purchasing decisions in Bandung Municipality. Measuring the effectiveness of advertising using EPIC Model shows Sampoerna A - Mild Television Ads "later you will understand" is considered effective with an average value of 2.93 and measurement of purchasing decisions in the range of 2.93 and is in the high category. In addition, the advertising effectiveness variable has an effect of 60% on purchasing decisions. While the remaining 40% is a contribution of variables not examined in this study.

Keywords: Advertising effectiveness, EPIC Model, and Purchasing Decision)