

ABSTRACT

Online advertisings that are commonly used has become a key to success in advertising, especially social media advertising. Advertising through social media is an important thing to do given the large number of social media users, so that its reach is wider and unlimited. Social media that is widely used as a promotional media is Youtube. This social media marketing trend was followed by the startup company Go-Jek. Go-jek is a company that creates online motorcycle taxi booking application services. In 2018, Go-Jek posted an ad on Youtube called 'Vertibokek'. The ad is a part of campaign ad 'It's Time to Use Go-Jek' which aims to encourage people to switch from using private vehicles to Ride-Hailing services from Go-Jek. For this reason, researcher wanted to measure the effectiveness of the 'Vertibokek' version of Go-Jek ads on YouTube using the EPIC Model. This research is a descriptive quantitative study using the EPIC Model (Empathy, Persuasion, Impact and Communication) as an independent variable on Go-Jek users among students in the city of Bandung. This research was conducted by distributing online questionnaires to 400 respondents who were Go-Jek users and had seen the 'Vertibokek' version of Go-Jek ads on YouTube. Based on the results of the study, an EPIC Rate of 3.11 was obtained. This indicates that the 'Vertibokek' version of Go-Jek's ads on YouTube is considered effective based on the EPIC Model.

Keywords: *Effectiveness of advertising, EPIC Model, Youtube Advertising, Go-Jek ads*