

ABSTRACT

Witel Bandung promote IndiHome using owned media advertisements on Instagram social media with the aim of expanding or attracting consumers. This research aims to determine the effectiveness of social media Instagram advertising IndiHome Bandung. The effectiveness of advertising is measured using EPIC Model method which consists four dimensions, dimensions of Empathy, Persuasion, Impact, and Communication. These four dimensions are used to measure effectiveness of IndiHome Bandung's Instagram social media advertisements in order to make it easier for companies to overcome weaknesses in the most ineffective dimensions. This reasearch uses a quantitative approach with descriptive research, and measurement of EPIC Model. Data collection technique was carried out by distributing questionnaires with 100 respondents following Instagram account @infotelkombdg who are live in Bandung. The four dimensions of EPIC Model include empathy (3.874) persuasion (3.947) impact (3.72) communication (4.025) included in the effective scale line, so that the EPIC Rate value is 3.889. From the EPIC Rate value, it shows that IndiHome Bandung's Instagram social media advertisements are considered effective.

Keywords : *Effectiveness Advertisement, EPIC Model, EPIC Rate*