

## **ABSTRACT**

*Information and communication technology is something that is useful to facilitate all aspects of human life. Instagram has become a very effective means of introducing their products from time to time. The advantages of businesses and merchants on Instagram do not have to pay if they want to introduce their products to consumers so they can save on advertising costs. Instagram is one of the most popular platforms in the world. In Indonesia, the use of the Instagram platform has reached 61,610,000, meaning that 22.6 percent or almost a quarter of the population in Indonesia uses Instagram. Instagram has many benefits besides business people, Instagram can get trending information. Based on this data, Finewale is one of the local fashion brands that uses social media, especially Instagram as a marketing object. The purpose of this study is to determine the important points of effectiveness in advertisements displayed through Instagram Advertisement to the audience of the Finewale fashion brand. The research method used is the Quantitative Method, Descriptive Analysis by distributing online questionnaires to 100 respondents using Instagram social media. The results of the Descriptive Analysis are considered very good with a value for the Empathy dimension of 84%, for the Persuasion dimension with a value of 86%, for the Impact dimension with a value of 87.5%, for the Communication dimension with a value of 81.5% it can be said that all variables in this study are in the very good category. Then the data analysis technique used in this study is a non-probability sampling technique with the type of purposive sampling. The basic theory used is the EPIC MODEL. The results of this study prove that the overall value of the average EPIC RATE of 4.08 is categorized as very effective.*

**Keywords:** Advertising Effectiveness, Finewale.