

## ABSTRACT

*This study was conducted to determine the effectiveness of various types of advertising media used by Traveloka. The purpose of this research is to find out and analyze consumer responses to Traveloka advertisements through advertising media, and to determine the effectiveness of the most dominant Traveloka advertising media.*

*This research uses quantitative methods and the purpose of this research is descriptive. Sampling was done with the sampling technique used in this study using Lameshow, with a total of 100 respondents. The data analysis technique used is descriptive analysis using the EPIC model.*

*Based on the results of the descriptive analysis, it was found that the Empathy dimension, based on the responses of the respondents, was included in the Quite Effective category with a percentage of 64.3%. Persuasion dimension, based on respondents' responses, is included in the Effective category with a percentage of 68.7%. the Impact dimension, based on the respondents' responses, is included in the Effective category with a percentage of 68.6%. Communication dimension, based on the respondent's response, is included in the category of Quite Effective with a percentage of 66.8%. The most dominant advertising media with the best level of effectiveness is TV media with the Effective category with a percentage of 72.9%.*

*The conclusion of this study, consumer opinions on advertisements served by Traveloka are included in the category of Quite Effective, but the most dominant advertising media in Traveloka advertisements is TV media with a percentage of 72.9%.*

**Keywords:** Advertising Effectiveness, Advertising Media, EPIC Model