

ABSTRACT

Telkom Regional III West Java is a State-Owned Enterprise engaged in telecommunications services. In Telkom Regional III, there are several divisions that have their own jobdesk. One of its divisions is the Regional Wholesales Service or commonly referred to as the RWS Division. This division offers innovative digital products and services such as data & internet, cloud & data center services, managed services, signaling and voice. The RWS Division uses social media as a product promotion tool. One of the social media used by this division is Instagram. This division hopes that using Instagram can attract people's attention and easily provide information to the public. The purpose of this study is to determine how effectively Instagram is used as a promotional tool and what factors affect the effectiveness of the promotion. This study analyzes the EPIC method which will later be distributed questionnaires to Instagram followers @SLI_Jabar and then the data obtained will be processed. Based on the results of the study, the EPIC Rate value was 3.00. This shows that Instagram @SLI_Jabar is considered effective based on the EPIC Model.

Keywords : *Regional Wholesales Service, Efectivity, Instagram, Media Social, EPIC Method*