

## ABSTRACT

Telkom University National Admissions use Instagram as an online marketing tool to convey information, especially regarding the selection of new students. Not only through posts but also ad serving on Instagram Ads. This research was conducted to determine the effectiveness of SMB Telkom Instagram advertising.

Advertisement effectiveness was measured using the EPIC Model and Direct Rating Method (DRM) methods. The EPIC Model measures the effectiveness of advertising on 4 dimensions, namely Empathy, Persuasion, Impact and Communication. The DRM method tests through the dimensions of Attention, Read Thoroughness, Cognitive, Affection, and Behavior. Data collection is done by distributing questionnaires to prospective respondents with the criteria of respondents being students or prospective students of Telkom University who have seen Instagram Ads SMB Telkom advertisements. The number of samples taken is 100 respondents.

The results showed that the effectiveness of SMB Telkom's Instagram social media advertising using the EPIC model was in the effective category. This means that the SMB Telkom Instagram advertisement has been effective in attracting empathy and communicating messages. Then, the effectiveness of SMB Telkom's Instagram social media ads using the Direct Rating Method is in the very effective category. This means that SMB Telkom Instagram ads are effective and strong in attracting attention, easy to understand, and how the ability of ads to influence consumer behavior.

**Keyword:** *Effectiveness Advertisement, Instagram, EPIC Model, Direct Rating Method*