

EFEKTIFITAS IKLAN MEDIA SOSIAL *INSTAGRAM*
(Analisis *EPIC Model Iklan Bisnis Fashion* Pada Mahasiswa Pengguna *Instagram*
Di Yogyakarta)

Arinta Kusumawardhani
Prodi Ilmu Administrasi Bisnis
Fakultas Ilmu Sosial dan Ilmu Politik
Universitas Pembangunan Nasional “Veteran”
Yogyakarta
E-mail: kusumaarinta@gmail.com

ABSTRACT

One of the marketing promotion is advertising and its function is to communicate with the consumers, and the propose is to make them know about the product. The recently used advertise media instagram because it's a new social media but has so much users. The propose of this research is to know the effectiveness social media instagram for the fashion business on students who use Instagram in Yogyakarta if the analysis uses EPIC Model.

The type of this research was descriptive. Population on this research was students who use Instagram in Yogyakarta with one hundred respondents for samples. Where analysis tool is EPIC Model with two steps, simple tabulation and the average scores.

Based on EPIC Model analysis, the result for dimension of emphaty was effective, persuasive dimension result effective, impact dimension result got effective and communication dimension result effective. EPIC Rate point was on scala range effective. Social media Instagram advestising for fashion business can be maximized by increasing and evaluating on every dimension.

Key word: advertising, social media, Instagram, EPIC Mod

