Journal Cover

Analysis Of Advertising Effectiveness Through Instagram Social Media With The Epic Model Approach (Instagram Case Study @Kopisejutajiwa.Id)

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ABSTRACT

This study aims to determine the level of advertising effectiveness through Instagram Social Media with the EPIC Model approach with a case study in this study, namely Instagram Social Media Kopi Sejuta Jiwa (@kopisejutajiwa.id).

The sample in this study used the purposive sampling method. The analysis technique used in this study is simple tabulation analysis, descriptive analysis and average score. The results of this study showed that the Empathy dimension seen from the average score is included in the "Very Effective" interval level, Persuasion seen from the average score measurement "Very Effective". Impact seen from the measurement of the criteria score including the average score "Very Effective".

Communication seen from the measurement of the criteria score including the average score "Very Effective". Of the four EPIC dimensions, namely Empathy, Persuasion, Impact, Communication, the results of the criteria score measurement are included in very good and the average score measurement is included in the "Very Good" and "Very Effective" criteria.

INTRODUCTION

The use of information technology today cannot be avoided by society, especially the internet. The internet has changed the way people live, communicate, work, learn, and run businesses, as well as improving the economy. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2023, the number of internet users in Indonesia reached 215 million people, or 78.19% of the total population, an increase of 3.85% from January the previous year. The latest report by We Are Social in January 2022, the number of internet users in Indonesia reached 215 million or 78.19% of the total population. Almost 90% of Indonesians use the internet for various purposes, with more than 73% using online chat and almost 90% accessing social media (Budi, 2023).

Instagram has undergone a very good update, the update is that Instagram can be set by users who want to advertise or sell products on Instagram (Cahyadi et al, 2024). Instagram is also used by one of the mobile coffee brands, namely Kopi Sejuta 3 Jiwa (KSJ) through its Instagram account @kopisejutajiwa.id, which belongs to one of the leading coffee companies that is growing rapidly in Indonesia. This account uses various content, including images, videos, and Instagram stories, to actively advertise its products. Kopi Sejuta Jiwa serves a wider consumer base by offering premium coffee drinks at affordable prices, with prices ranging from IDR 8,000 to IDR 10,000. Through the social media account @kopisejutajiwa.id, Kopi Sejuta Jiwa spreads information about the products being marketed, the brand's Instagram account is always updated with uploads on the Instagram feed or stories. Based on data from Social Blade (2024), the engagement rate of Kopi Sejuta Jiwa is 0.10%, a very limited number for accounts with more than 121 thousand followers. In fact, the average ideal engagement rate for followers of 100 thousand to

1 million is 2.78% (phalanx.com, 2020) and this is very far from what the company has achieved, with little interaction between Kopi Sejuta Jiwa and followers, the fewer followers will know about Kopi Sejuta Jiwa's uploads. This shows that Kopi Sejuta Jiwa rarely advertises its products, thus inhibiting any communication between buyers and sellers and causing a low level of company involvement on Instagram (Ananda, 2022).

According to Durianto & Maulida (2022), the EPIC model is a measurement tool to measure the effectiveness of advertising with a communication approach developed by AC Nielsen. Several issues that need to be considered in the Instagram social media Kopi Sejuta Jiwa EPIC model. From the comments of the @rosafashionmuslim account, comments related to content that should be more about consumer feelings, this advertisement shows that followers show that they do not like the Kopi Sejuta Jiwa advertisement on Instagram, because the content that consumers like is content that is related to other consumers, this comment is related to emotions or feelings. From these comments, the understanding of the advertisement, from the upload should experience empathy, a different type of affective response, emotions, special feelings, moods, and various evaluations and affections require feelings. This comment is proof that followers do not clearly understand the advertisement from Kopi Sejuta Jiwa. Comments from the @dmk2580 account, the impression of the Kopi Sejuta Jiwa advertisement gives a negative impression, which should give a positive impression to followers and consumers, because it is a question why the Kopi Sejuta Jiwa Instagram is not routinely updated to the story of the knight of destruction where Instagram is intended to facilitate information on purchasing Kopi Sejuta Jiwa.

Persuasive advertisement uploads, in the form of invitation advertisements to buy new variants of Es Jeruk Comments that still provide complaints about the hangout, ask to check DMs, etc. The attitude of consumers/followers towards product advertisements is seen as a low level of interest, a level of trust in product quality and no interest in trying other products. The content of persuasive advertisements should include recommendations/desires to buy Kopi Sejuta Jiwa lime variant when the weather is very hot and scorching to buy Kopi Sejuta Jiwa. Provide interesting information for customers to buy Es Jeruk Lipis Kopi Sejuta Jiwa.

In the comments, there is no memory of the advertisement, there is nothing that shows the advertisement is more attractive than competitors, the Kopi Sejuta Jiwa advertisement on Instagram is not more attractive than other coffee product advertisements that I see on Instagram, there is dissatisfaction or disappointment, low ratings, clarity and strength of the advertisement content are not connected to life and credibility, the appeal of the message source is not there. The content that should be increased about the advertisement of the differences between the variants of Kopi Sejuta Jiwa is different from showing consumers drinking Kopi Sejuta Jiwa.

The Kopi Sejuta Jiwa advertisement on Instagram does not use a creative way to convey its message, where the Kopi Sejuta Jiwa advertisement should provide an advertisement about how to stop in or the correct shout if you want to buy Kopi Sejuta Jiwa, in the form of more interactive content with communication between consumers, in this case the content can be exemplified when you want to buy Kopi Sejuta Jiwa if you are passing by on any road. Reasons for purchasing Kopi Sejuta Jiwa from "Offering products with delicious taste", "Buying by being invited by friends/relatives", and "Offering at the lowest price" when compared to "Liking Ads on Instagram influences the decision to purchase Kopi Sejuta Jiwa", still the lowest presentation, so research is needed to find out how effective the advertising of Kopi Sejuta Jiwa products is through Instagram social media.

From these problems, researchers are interested in raising the theme of the effectiveness of advertising through Instagram social media with the EPIC Model approach. As a container that is increasingly popular among the younger generation, and Instagram which is increasingly popular with the aim of a new and different approach to advertising products and advertisements that are connected to the wider. This research will be able to help business people and marketers to perfect the Instagram marketing strategy that has been implemented.

LITERATURE REVIEW

A. Advertising

Advertising is marketing that produces advertisements that sell for purchase of products. Advertising talks about through social media, making television advertisements that sell, how to advertise a product that is present in the middle of consumer life, advertising is very influential in today's world. It also teaches how to run an advertising agency and how to get consumers to buy the advertised product. Advertising as a medium of information and not as a source of entertainment or art, when consumers see product advertisements, the task of advertising is to change their dreams so that they can act. The products that people buy are the target of advertising. To maximize revenue, maximum advertising must be done effectively (Osadcha et al., 2024).

B. Advertising Effectiveness

Advertising effectiveness is the extent to which the message delivered is interesting, easy to understand, and able to elicit a response from consumers. Subjective assessments of the relative value to customers are known as advertising value. This advertising value is usually used as a practical instrument to assess advertising effectiveness (Dehghani, 2019).

Effective advertising is driven by customer demand and is based on the values that consumers want, not just the needs of marketers. Creative ideas resulting from unclear strategies are prevented from entering the market through effective advertising that does not promise something that cannot be achieved (Agung Cahyadi et al.,

2024)

C. Social Media

Social media is an internet platform that can be used by anyone to interact and share information with others through online networks. According to different definitions, social media is a communication platform that allows users to interact, play, collaborate, and gather with each other through submitted content in addition to communicating. Open communication between users is a common feature of social media (Aulia, 2024). Social media is an online media that can be accessed by all users through an online network to communicate and exchange information with other users. Another definition also explains that social media is a communication tool that supports users not only to communicate but also to collaborate, play and gather with other users about uploaded content. The general characteristic of social media is the openness of dialogue with users (Dickinson et al., 2024).

D. Instagram

The fourth most popular social media network in the world is Instagram, which is the subject of this paper's analysis. With 2 billion monthly active users, there is a more equitable distribution between male and female users. They use Instagram for an average of 11.7 hours per month. In addition, Instagram is the largest social media network where marketers can build relationships. When it comes to Instagram, a social media network, users find photos to be very intuitive compared to prose and videos. This is a major factor in the platform's success and an effective way to communicate important information. Business account fans are increasing by an average of 0.98% every month. Instagram is also one of Gen Z's preferred social networking sites (Chen & Li, 2024)

E. Advantages and Disadvantages of Instagram Social Media Some of the advantages of Instagram are:

1. Free

The Instagram application can be obtained for free from the Play Store for Android users and from the App Store for iPhone users.

2. The large number of Instagram users

The Instagram application has many users spread throughout Indonesia and the world. That is why manufacturers have an advantage because the products they promote through Instagram can be known to many Instagram users, making their market wide.

3. Able to make someone creative

A person can be creative when producing photos or videos that are unusual and even tend to be unique, usually called "Instagramable". This can make the user popular so that they have quite a few followers.

4. Easy to use

The Instagram application is easy to use for selling or promoting goods online. We can enter a contact person in the profile to make it easier for consumers to contact or consult with the products being sold.

5. Connected to other Social Media.

If the user has a social media account other than Instagram, then the user can connect Instagram to that social media. Users also do not need to fill in an ID or password anymore, just press the button or logo of the social media they want to connect.

In addition to the advantages of Instagram, there are also several disadvantages. According to (Sikumbang et al., 2024) there are three disadvantages that Instagram has, namely:

a. Algorithm that Limits Organic Reach

The Instagram algorithm tends to prioritize content that users personally like. This makes organic reach limited, so users or brands often have to pay for advertising to increase visibility.

b. Reliance on High-Quality Content

Instagram prioritizes visuals, so businesses need to ensure that the photos and videos they upload are of high

quality. This can be a constraint for small businesses that do not have the resources to produce engaging visual content.

c. Fierce competition

Instagram is a highly competitive platform, with many business accounts competing for the attention of their audience. Businesses must have a strong strategy to stand out from the crowd.

D. EPIC Model

AC Nielsen established the EPIC Model, a communication tool to evaluate the efficacy of advertising. Empathy, Persuasion, Impact and Communication are among the tools to measure the effectiveness of advertising by a leading company in the world (Hidayat & Miranda, 2021).

1. Empathy: The ability to recognize or feel oneself in the same state of mind or emotion as another individual or group is known as the Empathy dimension.

2. Persuasion: How advertising content changes people's attitudes, beliefs, and behavioral preferences.

3. Impact: The amount of product information that customers can obtain through the level of product involvement or selection process is the expected result of advertising.

4. Communication: provides information about consumer understanding, memory of the main message, and the degree of impression left by the message. Although the effectiveness of current advertising is effective, service improvements are still needed.

By using four important dimensions of empathy (feelings), persuasion (trust), (product knowledge), and communication (impressions) the EPIC model analyzes how effective advertising is. In this study, the analytical descriptive research methodology is combined with quantitative methodology. By using four important dimensions of Empathy (feeling), persuasion (belief), (product knowledge), and communication (impression) the EPIC model analyzes how effective advertising is. In this study, analytical descriptive research methodology is combined with quantitative methodology. It will be difficult to determine whether the company's goals can be achieved or not without analyzing the effectiveness of advertising, so this is important.

RESULT AND DISCUSSION
Result

The description of the respondent profile aims to clearly understand the characteristics of the respondents as research objects. The researcher divides the characteristics of the respondents into several groups, namely based on gender, age, education level and occupation. The sample in this study were connoisseurs of Kopi Sejuta Jiwa who use Instagram social media who are domiciled in DKI Jakarta as many as 200 respondents with the criteria of having Instagram social media, domiciled in DKI Jakarta aged 17-50 years. The general description of the characteristics of the respondent profile in this study is as follows:

a. Validity Test

The purpose of this validity test is to evaluate the suitability of each question attribute with a specific variable. The results of the calculation of r count carried out by testing are generated using SPSS 27 Software. The following table shows the R table value of 0.1591 based on n-2 in determining R table, with a significance level of 5%. The data results are shown in table 4.5.

Variabel	Item	R hitung	R tabel	Information
Empathy	X- 1	0,946	0,1381	**Valid**
	X- 2	0, 849	0,1381	**Valid**
	X- 3	0, 882	0,1381	**Valid**
	X- 4	0,896	0,1381	**Valid**
	X- 5	0,882	0,1381	**Valid**
Persuasion	X- 6	0,865	0,1381	**Valid**
	X- 7	0, 928	0,1381	**Valid**
	I X- 8	0, 821	0,1381	**Valid**
	X- 9	0,897	0,1381	**Valid**
	X- 10	0,903	0,1381	**Valid**
Impact	X- 11	0,818	0,1381	**Valid**

Variabel	Item	R hitung	R tabel	Information
	X- 12	0,752	0,1381	**Valid**
	X- 13	0,811	0,1381	**Valid**
	X- 14	0,488	0,1381	**Valid**
	X- 15	0,761	0,1381	**Valid**
Communication	X- 16	0,613	0,1381	**Valid**
	X- 17	0,854	0,1381	**Valid**
	X- 18	0,777	0,1381	**Valid**
	X- 19	0,898	0,1381	**Valid**
	X- 20	0,676	0,1381	**Valid**

Source: Data processed by researchers (2024)

Based on table 4.5, the indicators based on (Empathy, Persuasion, Impact and Communication) are greater than 0.1381 (r table), so that the calculated r is greater than r table, and these attributes can be used in research, no indicators are omitted or invalid.

b. Reliability Test

After testing the validity of each statement attribute, the next step is to test the reliability of the attributes used. The purpose of the reliability test is to evaluate the stability of the measuring instrument and the consistency of the level of dependence. In measuring the reliability of the questionnaire, the Cronbach Alpha formula is used as the basis for calculations carried out using the SPSS version 27 program and a significance level of 5%. The questionnaire is considered reliable if the Cronbach Alpha value reaches or exceeds 0.60. The results of data processing using the SPSS version 27 program with the following data.

Table 4.6 Reliability Test

Dimensions	Nilai Alpha	*Cronbach Alpha*	Information
Empathy	0,805	0,60	**Reliabel**
Persuasion	0,776	0,60	**Reliabel**
Impact	0,774	0,60	**Reliabel**
Communicaton	0,833	0,60	**Reliabel**

Source: Data processed by researchers (2024)

Because the value of the instrument reliability test exceeds 0.60 or almost 1, it can be concluded that the instrument can be considered reliable, as shown in table 4.6. The results of the Empathy test were 0.805, Persuasion 0.776, Impact 0.774, while the Communication test reached 0.833.

B. Research Data Results

1. Descriptive Analysis

Research data can provide additional information in the discussion. Through the projection of respondent perception data, so that readers can understand how respondents perceive the dimensions being studied. This helps facilitate interpretation of these dimensions.

a. Respondent Responses Based on Empathy

This Empathy stage is to determine respondents' interest in paying attention to Sejuta Jiwa Content on Instagram Social Media. The Empathy stage contains five questions and the results of the questionnaire data are described in table 4.7.

Table 4.7 Descriptive Analysis of Empathy Dimensions

No	Statement	Description	STS	TS	S	SS	S+SS
1	I like the Million Soul Coffee ad on Instagram	Wi	**1**	**2**	**3**	**4**	88.0 %
		Fi	10	14	66	110	
		∑ Wifi	676				
		%	5,0%	7,0%	33,0%	55,0%	
		Average	3,53				
2.	I clearly understand the advertisement from Kopi Sejuta Jiwa	Wi	1	2	3	4	81,5%
		Fi	12	25	66	97	
		∑ WiFi	648				
		%	6%	12,5%	33,0%	48,5%	
		Average	3,42				
3.	The Million Soul Coffee advertisement gave me a positive impression	Wi	1	2	3	4	80,5%
		Fi	11	28	56	105	
		∑ Wifi	655				
		%	5,5%	14%	33%	52,5%	
		Average	3,30				
4.	The storyline in the Kopi Sejuta Jiwa advertisement is interesting to me.	Wi	1	2	3	4	85,5%
		Fi	14	15	82	89	
		∑ Wifi	646				
		%	7%	7,5%	41%	44,5%	
		Average	3,42				
5.	I feel that the visuals in the Kopi Sejuta Jiwa advertisement can attract my attention.	Wi	1	2	3	4	86,00%
		Fi	13	15	65	107	
		Average	666				
		%	6,5%	7,5%	32,5%	53,5%	
		Rata-rata	3,60				
	Average Percentage		6,0%	9,7%	33,5%	50,8%	84,3 %
	Total Average		**3,45**				

Source: Data processed by researchers (2024)

Based on table 4.7, the Empathy Dimension based on the average number of answers (S) and (SS) with a percentage of 84.3% compared to the weight of the criteria score is very good (76% -100%). This is supported by statement item number one "I like the Kopi Sejuta Jiwa advertisement on Instagram" with 88.0%. Statement item number five "I feel that the visuals in the Kopi Sejuta Jiwa advertisement can attract my attention.", at 86.0% and statement item number four "The storyline in the Kopi Sejuta Jiwa advertisement is interesting to me" at 85.5%.

Based on the total average of the Empathy dimension, which is 3.45, the value when viewed in the interval range, is included in the "Very Effective" category (3.25 - 4.00). This is supported by statement item number five "I feel that the visuals in the Kopi Sejuta Jiwa advertisement can attract my attention." average of 3.60 and item number five with the statement "I like the Kopi Sejuta Jiwa advertisement on Instagram" with an average of 3.53.

b. Respondents' Responses Based on Persuasion

This Persuasion stage is to determine the respondents' interest in paying attention to Sejuta Jiwa Content on Instagram Social Media. The Persuasion stage has five requirements and is described in the following tables.

No	Statement	Description	STS	TS	S	SS	S+SS
1.	After watching the Kopi Sejuta Jiwa advertisement on Instagram, I was interested in trying the Kopi Sejuta Jiwa product.	Wi	1	2	3	4	85,0 %
		Fi	12	18	80	90	
		∑Wifi	648				
		%	6%	9,0%	40,0%	45,0%	
		Rata-rata	3, 50				
2.	I clearly understand the advertisement from Kopi Sejuta Jiwa	Wi	1	2	3	4	81,5%
		Fi	12	23	76	89	
		∑Wifi	642				
		%	6%	11,5%	38,0%	44,5%	
		Rata-rata	3,46				
3.	The Kopi Sejuta Jiwa advertisement on Instagram made me believe that the Kopi Sejuta Jiwa product is of high quality.	Wi	1	2	3	4	80,5%
		Fi	11	28	56	105	
		∑Wifi	655				
		%	5,5%	14,0%	28%	52,5%	
		Rata-rata	3,65				
4.	I am interested in watching the Million Soul Coffee advertisement on Instagram over and over again.	Wi	1	2	3	4	80,5%
		Fi	14	20	72	89	
		∑Wifi	626				
		%	7%	10%	36%	44,5%	
		Rata-rata	3,65				
5.	After watching the Kopi Sejuta Jiwa advertisement on Instagram, I am not interested in trying other coffee products.	Wi	1	2	3	4	85,0%
		Fi	12	28	77	93	
		∑Wifi	671				
		%	6%	14%	38,5%	46,5%	
		Rata-rata	3,46				
	Average Percentage		6,1%	11,9%	35%	47%	82,0 %
	Total Average		**3,49**				

Based on table 4.8, the Persuasion Dimension based on the average number of answers (S) and (SS) with a percentage of 82.0% compared to the weight of the criteria score including Very Good (76% -100%). This is supported by statement item number one "After watching the Kopi Sejuta Jiwa Advertisement on Instagram, I am interested in trying the Kopi Sejuta Jiwa product" of 85.0%. Statement item number five "After watching the Kopi Sejuta Jiwa advertisement on Instagram, I am not interested in trying coffee products" of 85.0%. Statement item number two "I clearly understand the advertisement from Kopi Sejuta Jiwa" of 81.5%.

Based on the total average of the Persuasion dimension, which is 3.49, this value, if viewed in the interval range, is included in the "Very Effective" category (3.25 - 4.00). This is supported by statement item number three "The Kopi Sejuta Jiwa advertisement on Instagram makes me believe that the Kopi Sejuta Jiwa product is of high quality" with an average of 3.65, statement item number four "I am interested in watching the Kopi Sejuta Jiwa advertisement on Instagram repeatedly" with an average of 3.65, and statement item number one "After watching the Kopi Sejuta Jiwa advertisement on Instagram, I am interested in trying the Kopi Sejuta Jiwa product" with an average of 3.50.

c. Respondents' Responses Based on Impact

This Impact stage is to find out respondents' interest in paying attention to Sejuta Jiwa Content on Instagram Social Media. This stage has five Impact requirements and is described in the following tables.

Table 4. 9 Descriptive Analysis of Impact Dimensions

No	Statement	Description	STS	TS	S	SS	S+SS
1.	I understand the benefits and advantages of the Kopi Sejuta Jiwa product after watching the Kopi Sejuta Jiwa advertisement on Instagram.	Wi	1	2	3	4	84,0 %
		Fi	14	18	70	98	
		∑ Wifi	652				
		%	7,0%	9,0%	35,0%	49,0%	
		Rata-rata	3,38				
2.	Kopi Sejuta Jiwa's advertisement on Instagram is very creative compared to its competitors	Wi Fi	1 12	2 33	3 76	4 79	77,5%
		∑ Wifi	622				
		%	6%	16,5%	38,0%	39,5%	
		Average	3,31				
3.	The Million Soul Coffee advertisement on Instagram is more interesting than other coffee product advertisements that I have seen on Instagram	F Fi	1 13	2 18	3 99	4 70	80,5%
		∑ WiFi	626				
		%	6,5%	9,0%	49,5%	35%	
		Average	3,37				
4.	After watching the Kopi Sejuta Jiwa advertisement on Instagram, I wanted to buy the Kopi Sejuta Jiwa product.	F Fi	1 12	2 15	3 65	4 108	86,5%
		∑ WiFi	669				
		%	6%	7,5%	32,5%	54,0%	
		Average	3,58				
5.	I still remember the Kopi Sejuta Jiwa advertisement on Instagram even though I watched it a long time ago.	Wi Fi	1 13	2 22	3 70	4 95	82,5%
		∑ WiFi	647				
		%	6,5%	11%	35,0%	47,5%	
		Average	3,46				
	Average respondent		6,4%	10,6%	38,0%	45,0%	83,0%
	Total Average		**3,44**				

Source:Data processed by researchers (2024)

Based on table 4.9, the Impact Dimension based on the average number of answers (S) and (SS) with a percentage of 83.0 when compared to the weight of the criteria score is included in Very Good (76% -100%). This is supported by statement item number four "After watching the Kopi Sejuta Jiwa advertisement on Instagram, I want to buy the Kopi Sejuta Jiwa product, at 86.0%. Statement item number one "I understand the benefits and advantages of the Kopi Sejuta Jiwa product after watching the Kopi Sejuta Jiwa advertisement on Instagram" at 84.0% and statement

item number five "I still remember the Kopi Sejuta Jiwa advertisement on Instagram even though I have watched it

for a long time" at 82.5%.

Based on the total average of the Impact dimension, which is 3.44, this value, if viewed in the interval range, is included in the "Very Effective" category (3.25 - 4.00). This is supported by statement item number four "After watching the Kopi Sejuta Jiwa advertisement on Instagram, I want to buy the Kopi Sejuta Jiwa product" with an average of 3.58, statement item number five "I still remember the Kopi Sejuta Jiwa advertisement on Instagram even though I have watched it for a long time" with an average of 3.46 and statement item number one with the statement "I understand the benefits and advantages of the Kopi Sejuta Jiwa product after watching the Kopi Sejuta Jiwa advertisement on Instagram" with an average of 3.38.

d. Respondents' Responses Based on Communication

This Communication stage is to find out respondents' interest in paying attention to Sejuta Jiwa Content on Instagram

Social Media. The Communication stage has five requirements and is described in the following tables.

Table 4. 10 Descriptive Analysis of Communication Dimensions

No	Pernyataan	Ket	STS	TS	S	SS	S+SS
1.	Iklan Kopi Sejuta Jiwa di Instagram memiliki pesan yang mudah diingat	Wi	1	2	3	4	
		Fi	1	7	70	122	
		∑ Wifi			713		
		%	0,5%	3,5%	35 %	61,0%	91.00 %
		Rata-rata			3,54		
2.	Pesan dalam iklan Kopi Sejuta Jiwa di Instagram mudah dipahami dan dimengerti	Wi	1	2	3	4	
		Fi	5	5	86	104	
		∑ Wifi			689		
		%	2,5%	2,5%	43,00%	52,00%	95,00%
		Rata-rata			3,46		
3.	Iklan Kopi Sejuta Jiwa di Instagram dengan jelas menyampaikan informasi tentang keunggulan produknya.	F	1	2	3	4	
		F	5	5	80	110	
		∑ Wifi			695		
		%	2,5%	2,5%	40%	55%	95,00%
		Rata-rata			3,51		
4.	Iklan Kopi Sejuta Jiwa di Instagram menggunakan cara yang kreatif dalam menyampaikan pesannya.	Wi	1	2	3	4	
		F	1	3	80	116	
		∑ Wifi			711		
		%	0,5%	1,5%	40%	58%	98,00%
		Rata-rata			3,56		
5.	Pesan yang disampaikan dalam iklan Kopi Sejuta Jiwa	Wi	1	2	3	4	
		Fi	18	22	40	120	
		∑ Wifi			662		
		%	9%	11%	20%	60%	80,00%
		Rata-rata			3,61		

		STS	TS	S	SS	
Rata-rata Persentase		3,40%	4,00%	36,3%	56,3%	91,8%
Total Rata-rata				3,58		

Sumber: Data diolah oleh peneliti (2024)

Source: Data processed by researchers (2024)

Based on table 4.10, the Communication Dimension based on the average number of answers (S) and (SS) with a percentage of 91.8% when compared to the weight of the criteria score including Very Good (76% -100%). This is supported by the statement "The Kopi Sejuta Jiwa advertisement on Instagram uses a creative way to convey its message." by 98.00%, statement number two "The message in the Kopi Sejuta Jiwa advertisement on Instagram is easy to understand and comprehend" by 95.00%, and statement number four "The Kopi Sejuta Jiwa advertisement on Instagram clearly conveys information about the advantages of its products" by 95.00%, this shows that Instagram Kopi Sejuta Jiwa clearly conveys information on its Instagram social media.

Based on the total average of the Communication dimension, which is 3.58, this value when viewed in the interval range, is included in the "Very Effective" category (3.25 - 4.00). This is supported by statement item number five "The message conveyed in the Kopi Sejuta Jiwa advertisement" with an average of 3.61, statement item number four "The Kopi Sejuta Jiwa advertisement on Instagram uses a creative way to convey its message." With an average of 3.56 and statement item number one "The Kopi Sejuta Jiwa advertisement on Instagram has a message that is easy to remember." with an average of 3.54.

C. EPIC Average Analysis

After each variable in EPIC (Empathy, Persuasion, Impact, Communication) has its average number known, the next step is to calculate based on the entire EPIC (Empathy, Persuasion, Impact, Communication) to find out the final average number. Processed with the average score formula can be seen in table 4.12

Table 4. 12 EPIC Average Score (Empathy, Persuasion, Impact, Communication)

EPIC DIMENSIONS (Empathy, Persuasion, Impact, Communication)			
Empathy	*Persuasion*	*Impact*	*Communication*
3,45 (Very Effective)	3,49 (Very Effective)	3,44 (Very Effective)	3,58 (Very Effective)

$$EPIC\ Rate = \frac{XE + XP + XI + XC}{N}$$

$$\textbf{EPIC Average} = \frac{\textbf{Empathy+Persuasion+Impact+Communication}}{\textbf{4}}$$

$$\textbf{EPIC Average} = \frac{\textbf{3,45+3,49+3,44+3,58}}{\textbf{4}} = \textbf{3,51}$$

Source: Data processed by Researchers (2024)

Based on the calculated values from the four dimensions of the study, the average EPIC rate value is 3.51 and seen from the interval scale it is in the scale range (3.25–4.00) so that it shows the EPIC dimension in the Kopi Sejuta Jiwa advertisement with the category "Very Effective" through Instagram social media.

From the percentage of each dimension, it can be concluded that the Effectiveness of Advertising carried out by Kopi Sejuta Jiwa through Instagram social media is said to be "Very Effective", both per dimension and as a whole (EPIC).

CONCLUSION IMPLICATION, AND RECOMMENDATION

Conclusion

Based on the results of data processing and analysis conducted by researchers, the Kopi Sejuta Jiwa advertisement on Instagram is categorized as "Very Effective". This is supported by:

1. Empathy

Empathy is very effective, measured by attractive visuals, level of liking, and impressions in the advertisement.

2. Persuasion

Persuasion is measured by the level of trust in product quality, interest in trying the product, and level of loyalty.

3. Impact

Impact is measured by advertising creativity, the level of attractiveness of advertisements from competitors, and knowledge.

4. Communication

Communication is measured by the positive impact on the message in the advertisement, advertising creativity in conveying the message, and an easy-to-remember advertising message.

Implication

1. Theoretical Implications

The theoretical implications used in this study are that advertising effectiveness can be measured using the EPIC Model method. EPIC was known in 2004, proposed by AC Nielsen. As EPIC (Empathy, Persuasion, Impact, Communication). For the purpose of a sales measurement guide to succeed. In this study measuring advertising effectiveness using the EPIC Model method, further research can be combined with digital marketing techniques to deepen the theory of digital marketing on social media such as research conducted by Puput Arisna (2023) and can

also be connected with the Empathy variable measuring the extent to which advertising can build emotional relationships with the audience and Persuasion, measuring the ability of advertising to influence such as research conducted by Hasanah (2015) or the Impact variable measuring how much advertising leaves a strong impression and Communication measuring the extent to which the message is conveyed in the advertisement as conducted by Nur Hasanah (2016). So from several studies conducted previously, further researchers can examine the application of digital marketing that refers to advertising effectiveness and examine purchasing decision factors, as well as customer loyalty. This study shows that the analysis of the effectiveness of Kopi Sejuta Jiwa advertising using the EPIC Model (Empathy, Persuasion, Impact, Communication) can enrich the understanding of how each dimension in the model contributes to consumer response. This study confirms the importance of cognitive and affective elements in the empathy dimension that influences consumer attitudes towards advertising, and provides empirical evidence regarding the effectiveness of advertising on social media, especially on Instagram. By showing that creative and informative advertising can increase consumer interest and knowledge. In addition, the results of this study also provide insight into consumer behavior in the digital era, especially in the use of social media as an advertising platform, and highlight the importance of considering cultural contexts such as drinking coffee as a lifestyle, the difference between modern starling coffee, in designing advertisements. Thus, this study can be a reference for further studies in measuring the effectiveness of advertising

2. Practical Implications

The practical implications of this study are implications related to the empathy dimension, namely clearly understanding the advertisement, what Kopi Sejuta Jiwa can do is to update the concept of the advertisement so that it can be easily understood by creating a clear and consistent message in each advertisement. An easy-to-understand message will increase consumer memory of the Kopi Sejuta Jiwa brand. In addition, creating a concept that is relevant to the conditions in which the advertisement will be broadcast.

Implications related to the persuasion dimension, namely being interested in watching repeatedly, what Kopi Sejuta Jiwa can do is create advertisements that are informative and have the potential to be played repeatedly, such as content when you start to feel sleepy in the office, you can drink Kopi Sejuta Jiwa to relieve the drowsiness. In research to measure the effectiveness of Kopi Sejuta Jiwa advertisements on Instagram, further research can combine other methods to measure effectiveness such as the Direct Rating Method (DRM), Consumer Decision Model (CDM), Customer Response Index (CRI), AIDA Model (Attention, Interest, Desire, Action), AISAS Model (Attention, Interest, Search, Action, Share).

Implications related to the impact dimension, namely the desire to buy a product after seeing an advertisement, what Kopi Sejuta Jiwa can do is build advertisements that can influence consumers to buy coffee products and other menus, such as creating collaborative content with people who enjoy Kopi Sejuta Jiwa influencers that contain review content or create unique menus with these influencers. Implications related to the communication dimension, namely messages in advertisements that are easy to understand and comprehend, what Kopi Sejuta Jiwa can do is balance the concept with the message in the advertisement so that the audience does not only focus on concepts such as visuals or stories in the advertisement but can understand the message in the advertisement. Things that can be done include creating messages that are relevant to the advertising concept, messages are made short, concise, informative, and creative.

Recommendation

Based on research conducted by researchers entitled Analysis of Advertising Effectiveness Through Instagram Social Media With the EPIC Model Approach (Case Study of Instagram @Kopisejutajiwa.Id), researchers provide suggestions and recommendations for further research which are better explained as follows:

1. Further research on the effectiveness of advertising with the object of research, namely Kopi Sejuta Jiwa, can increase the number of samples and expand the scope of research not only in the DKI environment but throughout Indonesia. This is to measure the level of advertising effectiveness that is more optimal because it gets many respondents and a wider research scope, and to get a more accurate picture of consumer preferences and behavior.

2. Further research not only examines the effectiveness of Kopi Sejuta Jiwa advertising on Instagram social media, it can examine the effectiveness of advertising on Tiktok so that it can analyze and compare the level of advertising effectiveness from the two social media.

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