

ABSTRACT

The development of increasingly advanced information technology makes the internet a medium that plays an important role in developing the world's economy. Advertising online is a fast and efficient way to promote, without promotion the company will be left behind by its competitors, not to mention the company that develops a game. A Chinese company, miHoYo developed a game called Genshin Impact. Over time, many advertisements have been promoted by miHoYo and this research will focus on comparing the effectiveness of the Genshin Impact web event advertisement "Hilidream Camp" version on media applications, Facebook, Twitter and websites that were promoted on April 21, 2021 using the dimensions of the EPIC Model; namely Empathy, Persuasion, Impact and Communication. This research is a comparative quantitative research that uses 300 respondents as a sample with purposive sampling technique and non-parametric technique using the Kruskal Wallis test. The results of the study can be concluded that the effectiveness of advertising on each advertising media is significantly different, each advertising media has a different score of Empathy, Persuasion, Impact and Communication so that it has its own advantages. There is also a comparison of the effectiveness of advertising on each advertising media that is significantly different based on the EPIC Rate, Application media has a score of 3,247, Facebook has a score of 3,177, Twitter has a score of 3,215 and Website has a score of 3,267.

Keywords: Advertising Effectiveness, EPIC Model, Advertising Media