

ABSTRACT

The rapid development of the digital world and social media marketing in Indonesia has encouraged Greenlight to carry out a marketing strategy through Instagram social media, which currently has 592K followers on the Instagram social media account @itsgreenlight. However, the increase in sales of Greenlight products is also relatively slow. This study was conducted to determine the effectiveness of advertising on Greenlight's Instagram social media.

The research methodology used in this study is quantitative descriptive. In this study, the sampling technique used was purposive sampling with sampling criteria such as having seen Greenlight advertisements on Instagram social media, which was carried out by distributing questionnaires to 100 people. In this study, the method used was the EPIC Model method which aims to calculate the effectiveness of advertising consisting of four dimensions, namely empathy, persuasion, impact, and communication.

The results obtained from the empathy dimension are very effective with a value of 3.35, the persuasion dimension is effective with a value of 3.12, the impact dimension is effective with a value of 3.24, and the communication dimension is very effective with a value of 3.35. This study obtained results stating that the effectiveness of Greenlight advertising on Instagram social media using the EPIC Model method is very effective with an EPIC Rate value of 3.26.