

PAPER • OPEN ACCESS

Effectiveness Analysis of Social Media Ads as A Promotional Media (Case Study: Instagram Taya.Id)

To cite this article: W Tripiawan *et al* 2019 *IOP Conf. Ser.: Mater. Sci. Eng.* **505** 012095

View the [article online](#) for updates and enhancements.

Effectiveness Analysis of Social Media Ads as A Promotional Media (Case Study: Instagram Taya.Id)

W Tripiawan¹, Husni Amani², and A T Wijaya³

Industrial Engineering Program, Telkom University, Bandung, Indonesia

¹wawan.tripiawan@gmail.com, ²husni@telkomuniversity.ac.id,

³alantrijaya@gmail.com

Abstract. Technological development at the moment affected the trend in the global marketing. This development makes the marketers to change marketing strategy them into the internet marketing one of which is taya.id who want to focus on online shop course in the hope of products marketed can penetrate the global market. The sample techniques used to research is purposive sampling on ever buy taya.id products and get information about the product taya.id through account social official media taya.id. In total, 100 respondents were collected as the sample of this research. This research using the EPIC model as a method calculation effectiveness consisting of four namely empathy dimension, persuasion, impact, and communication. The result of this research and examining evidence and proving that the call social media taya.id is considered effective with a value of up 2,752 as to dimensions empathy, the value of 2,742 as to dimensions persuasion, the value of 2,722 as to dimensions impact, and value of 2,895 as to dimensions communication. In overall, this finding concludes that the advertising of Taya.id through Instagram is effective.

Keywords: Ads Effectiveness, EPIC Model, Marketing

1. Introduction

Along with the rapid development of technology, not a few companies are trying to be able to increase its market share, so it motivates companies to work hard to continue to improve its business one of them by using the internet. The Internet is identified as a very popular ads device with a broad extent over geographical, spatial, and time zones. An ad should bring into line with the scope, frequencies, and impacts [1]. The Association of Internet Service Providers Indonesia (APJII) recorded the penetration of internet users in Indonesia has now reached 132.2 million people until 2016. Based on population, the largest number of Internet users is on the island of Java as many as 86.3 million people, followed by Sumatra Island as much as 20, 7 million users and Sulawesi Island as many as 8.4 million users [2].

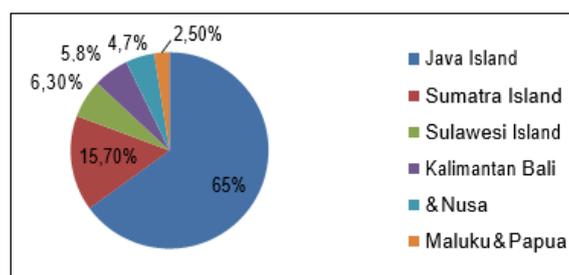


Figure 1. Number of Internet User Penetration in Indonesia [2]



With the increasing development of the internet, then the application of social media is increasingly prevalent in the community. According to data from [3], 79 million people in Indonesia are active social media users. According to data from APJII [2], it was noted that internet users in Indonesia who are active in social media had reached as many as 129.2 million people or about 97.4% of the population of Indonesia. With these conditions, social media is widely used by business actors as a business opportunity to promote their products.

TAYA.ID is one of the new ladies' fashion brand that uses social media application as a means of marketing and also sales simultaneously. The reason for this company chooses woman in productive age as target market that is in accordance with data obtained from APJII [2], that internet user in Indonesia dominated by average age range 25-34 years as much as 75,8% and 10-24 year as much as 75.5% of the population in Indonesia. Furthermore, data obtained from APJII also explained that the commercial content that is often visited by internet users in Indonesia by 62% or as many as 82.2 million people are online shop followed by personal business as much as 34.2% or 45.3 million people.

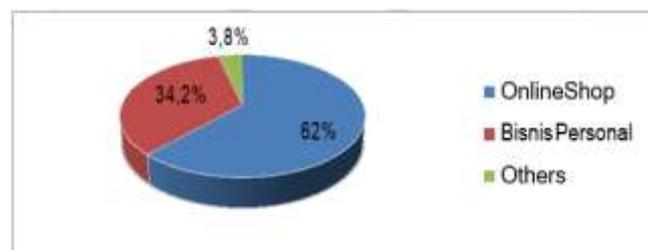


Figure 2. Number of Internet User Penetration in Indonesia (business model) [2]

According to [4], in Indonesia, 85% of Instagram users share their posts to other social media, and 45% of Instagram users in Indonesia often buy goods that they meet in Instagram and 89% Instagram users in the country are in the age range 18-34 years of which 63% are women.

Following [5], there are several methods to analyze the effectiveness of an ad, such as CRI (Customer Response Index), DRM (Direct Rating Method), EPIC Model (Empathy, Persuasion, Impact, and Communication), and CDM (Consumer Decision Model). In this research, the author uses EPIC Model developed by A. C. Nielsen, one of the world's leading research companies. It contains four critical dimensions including Empathy, Persuasion, Impact, and Communication. Those dimensions then separately analyzed the effectiveness.

2. Methods

2.1 Marketing Communications

According to [6], Marketing Communications is a combination of specific promotional tools used by companies to communicate persuasively, to get customer value and build customer relationships.

2.2 Social Media

According to [6], Social media is a means for consumers to share text, images, audio, and video information with each other and with companies and vice versa. Based on [7], social media is a marketing tool unlike any the world has seen. It is different because as part of its DNA. The act of liking has far-reaching impact and a quantifiable effect of commerce.

2.3 Advertisement

According to [8], Ads are all forms paid from non-personal achievements and ideas, goods or services of a particular sponsor. Ads can be a cost-effective way to distribute messages, either with the goal of building brand preferences or educating people. Based on [9] ad is any non-personally paid information on products, brands, companies, or stores. Ads aim to influence consumers' affection and cognition, evaluation, emotion, knowledge, meaning, trust, attitude, and image on products and brand advertised.

Advertising Purpose are as follows [8]:

- Inform
- Persuade
- Remind

2.4 Ad Effectiveness

According to [10], the effectiveness of advertising can be seen from two points of view of the results / impact, namely: the impact of communication from an advertisement that includes the effect on awareness, knowledge, and preference, and the second is the impact on sales, where this impact is more difficult to measure because sales are influenced by many factors not only by advertising. Following [11] some criteria to make an ad considered effective are: 1) Ad is a manifestation of marketing strategy; 2) An effective ad derived from consumers' perspectives. It should be made based on consumers' predetermined value and longing, not merely based on marketers' needs; 3) Ads may find unique ways to pierce explosive advertising; 4) Effective ads do not promise something that cannot be done; and 5) Prevent creative ideas derived from unclear strategies.

2.5 Effective Communication in Psychology

Effective communication can at least cause five things [12], that is:

- **Understanding** - Acceptance of the stimuli content as conveyed by the communicator
- **Enjoyment** - Communication made for fun
- **Influence Attitudes** - Communication is intended to influence others. One way that we can influence the attitude of others is to use persuasive communication. Persuasive communication requires an understanding of the psychology of communicators, message psychology, and communicant psychology.
- **Good Social Relations** – Communication aims to cultivate good social relationships. As social beings, social needs become the most important human need. The social need is the need to cultivate and maintain a satisfactory relationship with others regarding interaction and association, control and power, and love and compassion [12].
- **Action** – Persuasion is aimed at removing the desired action. The effectiveness of communication is measured by the concrete actions taken by the communicant.

2.6 EPIC Model

This method is a method developed by A.C Nielsen [13] which is a leading research company in the world that includes the critical four dimensions namely:

- **Empathy** - It is a mental state that allows a person to identify himself or feel himself or herself in the same state of mind or feeling with other people or groups.
- **Persuasion** - Changes in beliefs, attitudes, and behavioral desires caused by promotional communication.
- **Impact** - The impact of whether a brand can look more prominent than other brands in a similar category whether an ad can involve consumers in the message delivered.

- **Communication** – This dimension provides information about the consumer's ability to recall the key message conveyed, the consumer's understanding and the impression strength that the message left behind.

2.7 Conceptual Model

In the Fig. 3 below can be seen that the first stage in doing this research is the identification of ad effectiveness factor which is obtained from the theories studied and previous studies ever undertaken. At this stage also, researchers identify the current communication used. Then in the next stage is to identify how the consumer response to the communication used at this time. After knowing the consumer response, the next step is to calculate the adds effectiveness using the EPIC Model. EPIC Model method assesses the four dimensions that will be used when calculating and considered appropriate in assessing an ad. Dimensions to be assessed are the dimensions of empathy, persuasion, impact, and communication. After doing the determination of the method, then do the calculation of the score of each dimension that the results will be made a diagram and its EPIC Rate by looking for the average score of the four dimensions which will then be included into the EPIC Model effectiveness table.

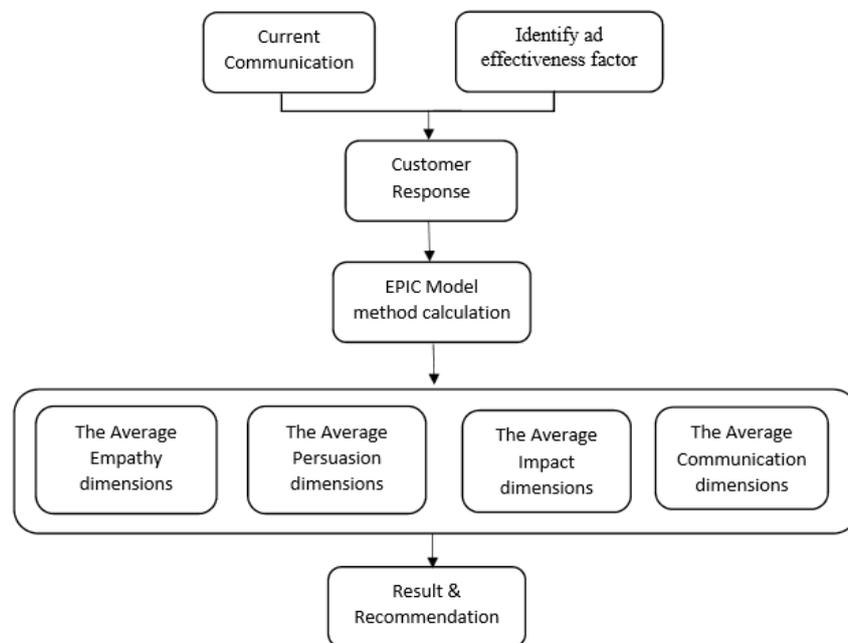


Figure 3. Conceptual Model

3. Result and Discussion

3.1 Measurement Scale of Effectiveness

The EPIC model data management is to determine the simplest tabulation and average score which is then converted to the EPIC model scale range. How to calculate the average score is as follows [8]:

$$\chi = \frac{\sum fi.wi}{\sum fi} \quad (1)$$

Where:

x = weighted average

fi = frequency

wi = weight

The next step is to use a range of assessment scales to determine the respondents' responses by using the score value of each variable with the following formula:

$$RS = \frac{R(\text{Weight})}{M} \quad (2)$$

Where:

R (weight) = biggest weight - least weight

M = number of weighted categories

From the above calculation, the decision position obtained according to the results of the EPIC analysis as shown in Figure 4.

Likert scale range used in this study is 1 to 4, the range of scoring scale obtained are:

$$RS = \frac{4-1}{4} = 0,75$$

So, the decision position of EPIC Model analysis is like the following figure.

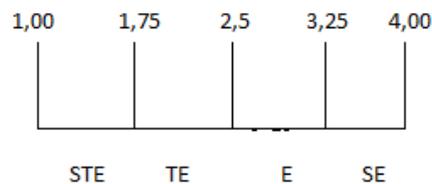


Figure 4. EPIC Model Decision Position

Information:

STE: Very Ineffective

TE: Not Effective

E: Effective

SE: Very Effective

The EPIC rate results will illustrate the position of the effectiveness of a product in the respondent's perception, according to the range of scale that has been specified.

3.2 EPIC Model Dimension – Empathy

The results of measurements made, known dimensions of empathy on TAYA.ID ads in Instagram worth 2.752. If the result is interpreted as the EPIC Model, that value falls into the effective category.

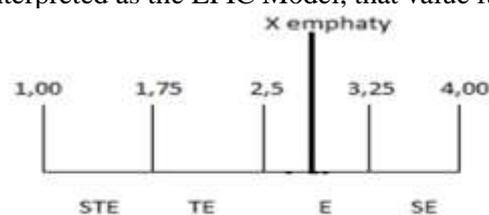


Figure 5. EPIC Model Empathy

From this result, it can provide information that consumers like TAYA.ID ads on Instagram and consumers also feel TAYA.ID's adverts reflect their brand image.

3.3 EPIC Model Dimension – Persuasion

The result of this measurement is known as dimension persuasion on advertisement Instagram TAYA.ID value 2,742 if the result is interpreted into scale EPIC model of value enter into an effective category.

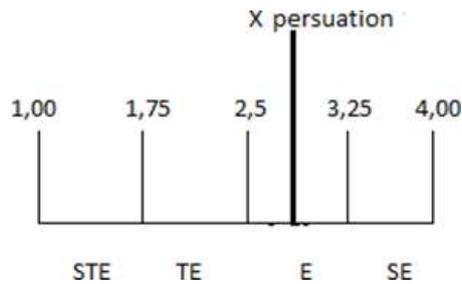


Figure 6. EPIC Model Persuasion

The conclusion obtained is that consumers judge TAYA.ID Instagram ads are attractive advertisements and consumers are also interested in the TAYA.ID brand.

3.4 EPIC Model Dimension – Impact

The result of measurement done, known impact dimension on TAYA.ID advertisement in Instagram worth 2,722. If the result is interpreted as the EPIC Model, that value falls into the effective category.

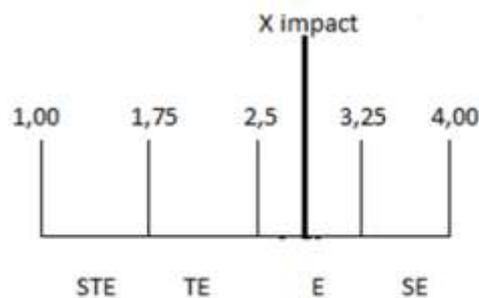


Figure 7. EPIC Model Impact

From these results it can provide information that consumers know the products from TAYA.ID and consumers also rate the TAYA.ID Instagram ad different from other women's clothing Instagram ads.

3.5 EPIC Model Dimension – Communication

The result of measurement done, knowing the communication dimension on TAYA.ID advertisement in Instagram is 2,895. If the result is interpreted as the EPIC Model, that value falls into the effective category.

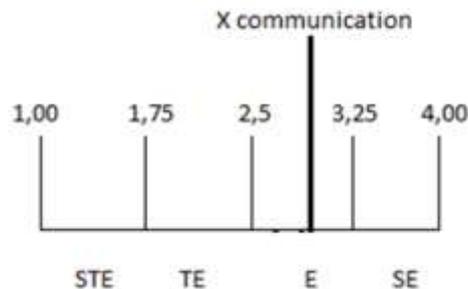


Figure 8. EPIC Model Communication

From this result, it can provide information that consumers judge TAYA.ID ads on Instagram can communicate the main message to be conveyed, and consumers also assess that consumers can understand the main message delivered by TAYA.ID Instagram ads.

3.6 EPIC Rate

Based on the calculations and figures below, the four dimensions of the EPIC Model are empathy, persuasion, impact, and communication are on the effective scale. In the figure, it is also explained that the weakest effectiveness value is the impact dimension with a value of 2,722 but still on an effective scale.

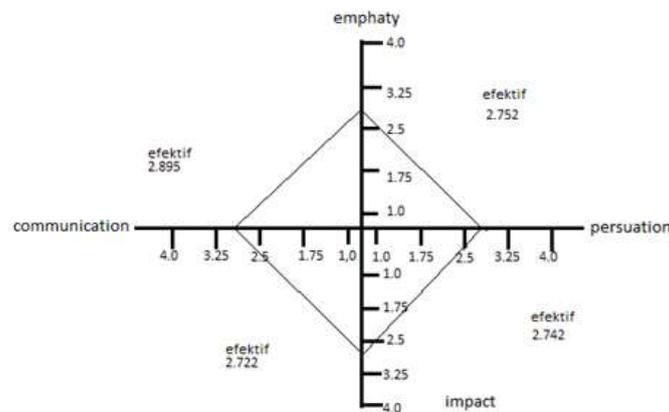


Figure 9. EPIC Rate

4. Conclusion

The effectivity of Instagram ads TAYA.ID with EPIC Model is declared effective. This is based on the results of calculations for dimensions empathy, persuasion, impact, and communication showed effective results. However, from 4 dimensions it turns out that there are dimensions that have the weakest and strongest effectiveness value is the dimension of persuasion that has the weakest value and which has the strongest value is the communication dimension that shows that this dimension is the most dominant dimension among other factors. The effectiveness of TAYA.ID as an overall Instagram advertisement is declared effective based on the EPIC Rate calculation which is the average result of the four-dimensional calculation.

5. References

- [1] Pancaningrum, E. and Rahayu, W. A. (2017). *The Effectiveness of Facebook as an Advertising Strategic Method Using EPIC: A Case Study of Mie Jupe Jombang*. Chinese Business Review. Vol. 16, No. 7, 309-315.
- [2] APJII. (2016). *Penetrasi dan Perilaku Pengguna Internet Indonesia*, [online]. <https://apjii.or.id/content/read/39/264/survei-internet-APJII-2016>.
- [3] We Are Social – Digital in Global Overview (2017). <https://www.wfanet.org/app/uploads/2017/06/We-Are-Social-Digital-2017.pdf>
- [4] Techinasia. (2016). *Indonesia Ternyata Pengguna Instagram Terbanyak Ketiga di Dunia* [online]. <https://id.techinasia.com/kumpulan-cara-startup-mengembangkan-bisnis-dengan-instagram>.
- [5] Duriyanto, D. (2003). *Strategi Menaklukkan Pasar Iklan Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT Gramedia Pustaka.
- [6] Kotler, P., and Keller, K. L. (2012). *Marketing Management* (14th ed). New Jersey: Prentice Hall.
- [7] Carter, B. (2014). *The like economy: How businesses make money with facebook* (2nd ed.). USA: Pearson Education.
- [8] Kotler, P., and Keller, K.L. (2009). *Manajemen Pemasaran*. Volume I. 13th Edition. Jakarta.
- [9] Peter, J. P., & Olson, J. C. (2010). *Consumer behavior & marketing strategy* (9th ed.). McGraw-Hill Companies Incorporated.
- [10] Duriyanto, D., Sugiarto., Anton., dan S, Hendrawan. (2003). *Invasi Pasar Dengan Iklan yang Efektif*. Gramedia Pustaka Indonesia. Jakarta.
- [11] Shimp, T., and Andrews, J. C. (2013). *Advertising promotion and other aspects of integrated marketing communications* (9th ed.). Thomson South-Western.
- [12] Rakhmat, Jalaluddin. (2008). *Psikologi Komunikasi*. Bandung: PT. Remaja Rosdakarya.
- [13] Nielsen, A. C. (2008). *EPIC dimension of advertising effectiveness*. AC Nielsen Ads@work, the Nielsen Company. All rights reserved.