

ANALYSIS EPIC MODEL IN TOKOPEDIA ADVERTISING "VERSION ISYANA SARASVATI - BAD HAIR DAY" IN MEDIA TELEVISION

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ABSTRACT

Television is a popular medium for advertising because can reach the wider community to deliver a message. Television is a media for combining audio, visual, and motion, the advertising will seem real and live. Its can added value by through advertising's benefit. The aim of this research is to determine level of effectively Tokopedia advertising "Version of Isyana Sarasvati-Bad Hair Day" in Television by using EPIC model. This model is to measure the effectiveness of advertising from empathy, persuasion, impact and communication had developed by AC Nielsen's company. This Measurement is using distributing questionnaires to 150 respondents. The results of this research has showed that the average score of dimension Empathy is 3.04 (quite effectively), it's indicated that the dimension of empathy is effective enough to show respondent's concern to advertising that has showed by Company. Average score of Dimensions Persuasion is 2.83 (quite effectively), it's indicates that the dimension persuasion is effective enough to indicate a change in attitude and behavior that occur from respondents by viewing advertising that aired on television. Average score of Impact Dimensions is 3.20 (quite effectively), it shows that dimensions Impact is effective enough to show that the company stands out among other similar stores and is characterized by the involvement of consumers in terms of product selection. The results of Communication dimensional analysis has showed an average score of US \$ 3.10 (quite effectively), it indicates that the dimension Communication has effective enough for the respondent to be able to remember and understand the intent of advertisements aired on television. Overall total average scores obtained from EPIC Model method has showed a score 3.10 (quite effectively), it is indicates that the effectiveness of advertising in the category is quite effective. Therefore, the company could increase the intensity of television advertisements through television.

Keywords : EPIC model, Empathy, Persuasion, Impact and Communications

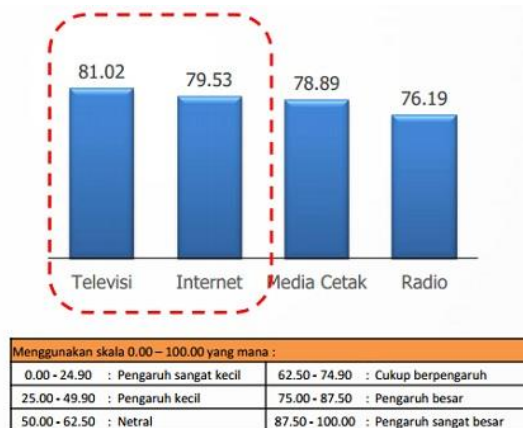
INTRODUCTION

In conveying the information of products, many companies use a variety of media such as mass media (newspapers, magazines) or electronic media (television, radio, and internet). Media has the ability to reach a wide market and targeting the right market. Harjanto (2009) states in the communication media is an organizing and delivering the sense of the facts, opinions, performances, and information. So the media can be regarded as a tool for companies to deliver a message that called advertising. Television is the most numerous and persuasive for many kinds of products, because it can present information visually. A wide variety of attractively presented information to make consumers be imagined and lulled to the words that could lead to buying interest from consumers. Advertising on television can lead one's mind to follow what is informed; it is because television has the power of good visualization.

According to Kotler and Keller (2007: 247), "Television is recognized as the most influential advertising medium and reaches the consumer spectrum". From the perspective of brand expansion, television advertising has two powers. First, it can be an effective means of showing the direct product attributes and persuasively explain the benefits associated with consumer of products. Second, television commercials can be a means to encourage users to dramatically determine and description of usage, brand personality, and things other intangible of the brand ". Consumers are getting smarter, want to know all kinds of products through a variety of sources. Television can be regarded as the first media that can be used as guidelines in the product search.

Here can be seen the influence of advertising in various media:

Figure 1
Influence of Advertising in Different Media



Source : dailysocial.id

Advertising on television media is still considered to give a huge impact on a product purchasing decisions. This is also evident from the amount of the budget to advertise on television for 3 consecutive periods experienced a substantial increase. This indicates that the company has a tremendous opportunity to grow into the future, and of course this opportunity utilized the company. Companies become not hesitate to invest to advertise on television. Enterprise online service (e-commerce) is one of the

companies who use them to advertise on television. According Nielsen.com, in the first half of 2013 ad spending online services (e-commerce) increased by 82%, to 85% in 2014 and 2015 to 91% in the same period. Still according Nielsen.com mention that Internet penetration rose from 22% to 36% in the past five years, Smartphone ownership increased from 12% to 26% in the last three years, and shopping online rose from 7% to 12% in the last five years, that could indicate that online-based company has a big opportunity to develop.

According selular.id (2016) the mega budget in advertising spending by Tokopedia and Traveloka, placing both e-commerce players into the top 10 of national television advertising shopper 2015. The top position is occupied by Djarum cigarettes (Rp 1 trillion). Successive then Sampoerna (Rp 902.9 billion), Pepsodent (Rp 904.5 billion), Dettol (Rp 761.8 billion), Lifebuoy (Rp 730.5 billion), Frisian Flag (Rp 664 billion), Indomie (Rp 593.4 billion), Mie Sedaap (Rp 583.4 billion), Tokopedia (559.9 billion), and Traveloka (Rp 553.2 billion). Traveloka and Tokopedia addition, other companies also advertise on television with a budget in the range of USD 100 billion. Namely, OLX, Blibli, bukalapak, Trivago, and Lazada.

Seeing that, the company's e-commerce must have creativity in advertising, causing a stimulus to consumers to make purchases. In that process, the determination of the media as a means to deliver the message of products should be fixed on the right audience. For that we need a tool in assessing the ads delivered through media chosen by the company. Tools or models that can measure the effectiveness of advertising in television media according to consumer perceptions of one of them using the EPIC (empathy, persuasion, impact and communication) developed by AC Nielsen. This method will assess each of the dimensions of empathy, persuasion, impact and communication separately so that it can allow companies to overcome the weaknesses in the dimensions that are considered ineffective.

Tokopedia according to Wikipedia is one of the online shopping mall in Indonesia that carries the marketplace and mall business model online. In Tokopedia, individuals, small shop or brand provided a place to conduct transactions via the web page Tokopedia. Tokopedia have millions of products are divided into 21 major categories. Tokopedia acts as a third party to mediate between seller and buyer, so that it can minimize the occurrence of fraud. Year 2014, has Tokopedia Brand Ambassador namely Chelsea Islan, and by 2015 appointed Brand Ambassador Isyana Sarasvati be next. Tokopedia use television media to convey information to public about the company's products. According Adstensity Tokopedia has also provided that no less than Rp. 559 billion in the year 2015. Each ad owned Tokopedia expected to have a positive impact on the funds that have been issued by the Tokopedia. Therefore, to be seen whether the ads served effectively as what is desired by the company.

Seeing this phenomenon, companies need to know how the effectiveness of ads aired in the media company selected especially television media. Because it is known that advertise on television requires a large budget and must be a good impact for the goals to be achieved by the company. For this reason in this study will be seen how the effectiveness of the company's advertising through television media by the method of EPIC (empathy, persuasion, impact, and communication).

Based on the description above, the writer interested in conducting research on **"Analysis EPIC Model in Tokopedia Advertising "Version of Isyana Sarasvati - Bad Hair Day" in Media Television.**

LITERATURE REVIEW

ADVERTISEMENT

Ads are part of the promotion (promotional mix) and the promotion is part of the marketing mix (marketing mix). The definition of advertising is simply a "message that offers a product that is addressed to the public through the media".

Definition Advertising based on AMA (American Marketing Association) is: "any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor". Advertising Indonesian society defines advertising as follows: "any form of message about a product that is delivered through the media, aimed at part or the whole of society".

THE ECONOMICS OF ADVERTISING

Ads have the greatest benefit is to bring the message to be conveyed by the manufacturer to the general public. Ads will reach areas that are difficult to physically reach through television and radio. Although nominally by advertising on television or radio is greater in number but it has great benefits, producers can take advantage of the creativity in the world of advertising, advertising strategy will become cheaper.

IMPACT OF ADS ON SOCIETY AND ECONOMY

There are several benefits of advertising for the development of society and economy, among others:

1. Ad expand alternative for consumers. Consumers can know the existence of a product that causes a lot of choices for consumers.
2. Advertising helps manufacturers generate confidence for consumers.
3. Advertising makes people recognize, remember and believe

According to Senior Manager of Unilever which produces many consumer goods, recognizing negative impressions as follows:

1. Advertising makes people buy something that is not needed or wanted.
2. Advertising resulted goods became expensive because the ad needs a budget and it passed on to consumers by raising prices.
3. By making a good ad, which has cheap quality goods can be sold.

ADVERTISING PURPOSES

Interest-based advertising Rangkuti (2009) are:

1. To inform; notify the market of a new product, proposes a new use of a product, a message informing about the price change, explain the workings of a product,

explain the services provided, to correct the wrong message, reduce anxiety buyers, establish a corporate image.

2. To persuade; forming brand preferences, change the perception of the buyer about the product attributes, persuaded shoppers to buy now, persuade buyers to accept the company visits.
3. To remind; remind buyers that the product may be needed later, which reminds buyers can afford it, make buyers still remember it even though the products are not in season, maintaining awareness of the product.

MORE OPERATIONAL OBJECTIVES

If ads are not able to affect sales directly, whether that can be relied upon as a goal? The answer to this question lies in the behavior of what to expect: accelerate, stimulate, modify, or influence the behavior.

There are two steps you can take to influence that behavior, namely:

1. Conduct an analysis of the patterns of behavior that looks at:
 - Purchase attempt by the new consumer
 - Maintain the existing market activities
 - The decline of purchasing frequency
 - Loss visiting retailers

The most important aspect of this analysis is to estimate the impact of any alternative to long-term success.

2. Analysis of communication and decision-making processes that affect behavior. In operasioanal involves measurement of the response of intensive advertising between incidence and stimules.

MEDIA

Since the number of media alternatives that exist, it is necessary also some considerations to determine chiefly those relating to the budget. As said Hardjanto (2009) stated that there are several factors to be considered in the selection of media, namely:

1. Reach (reach); how broad or many audiences that must be reached.
2. Frequency (frequency); how often the target audience will teterpa by a corresponding message.
3. Continuity (continuity); how long the campaign period, and in how many stages.

Still according Rangkuti (2009) Advertising can be distinguished through which the media will be delivered. Media is divided into two, namely: on-line media (above the line media) and below the line media (below the line media).

- Media Line Up consists of advertisements published in the print media, electronic media (radio, television, and cinema), and outdoor media (billboards and public transport).
- Bottom Line Media consists of all media in addition to the above media, such as direct mail, exhibitions, point of sale display material, calendars, agendas, key chains or memento.

MEDIA TELEVISION

In Indonesia, known television since 1962 when President Sukarno gave instructions to the Faculty of State and the Director of Engineering Perfileman Radio Bureau to support the Asian Games IV in Jakarta. Preparations were made at that time not too long, so the television at the time it was just an extension of the radio. By using the emergency antenna system that just plugging some metal pipe at Spire Hotel Indonesia with 10 KW power that can only be captured broadcasting in Senayan area, Kebayoran Baru, Tanah Abang, Menteng and around Harmony.

Along with the existing development, the first advertisement appeared in 1963 Lambretta scooter that is, ads that menggunkana Titi models Qadarsih accompanied by other ads that are still using foreign models. Ads limited to 15% of total broadcast hours. But advertising on television at that moment did not last long as the emergence of the Decree of the Minister of Information No. 30/1981 dated 1 April 1981 which shut down the television broadcast advertising. Many non-television media that feed on the decision. Newspapers and magazines are the alternatives are advertisers began installing high tariffs and must make order from far-away days to advertise. Radio is also flooded with advertisements, outdoor media began to squirm.

In December 1988, RCTI broadcast by the cabling system within a radius of 80 km square and certainly the expectations of society Advertisers began to appear. This is related to the emergence of the Decree of the Minister of Information No. 190A / Kep / Menpen / 1987 on Channel Broadcasting Limited. On August 26, 1990 television cable opened to the public so that ads can be seen nationwide. Then came many other private television stations

THE ADVERTISING IN TELEVISION:

- Sponsorship. Many existing events on television that their delivery and the cost of manufacture is sponsored by the sponsors or advertisers. The advertisers are willing to pay all costs and fees for television. For example: movie Bonanza sponsored by Chevrollet. The role of these links provides a good impact for the audience because the program will be kept quality, program content and broadcast sponsor. However, the cost to be incurred by the sponsor in the ads served around 30-60 seconds is large enough so that now a lot of the sponsors are working together to produce an event to share their time and approximately 15-minute segment.
- Participation. Through advertising 13, 30, or 60 seconds, the ad is inserted between one or several events (spots). Advertisers can buy time provided at the fixed or not fixed. This approach is also more flexible in terms of market reach can select, targeted audiences, schedule and budget. But in such matters, they cannot control the content and quality of existing programs as compared to the sponsorship.
- Spot Announcement. Ads are placed when the turn of events. This ad lasts 10, 20, 30, or 60 seconds for national and local advertising.
- Public Service Announcement. This ad is a public service ads are placed in the midst of events. This ad was loaded at the request of the government or NGOs to mobilize community solidarity on an issue. For example the issue of drugs, hygiene, etc.

STRENGTHS AND WEAKNESSES ADVERTISING ON TELEVISION:

STRENGTHS:

1. Efficiency costs. The ability to reach the public at large, this mass range raises cost efficiency to reach every home.
2. The impact of the strong. Televisions pose a strong impact on the senses, namely sight and hearing problems. Televisions are also able to create a whole leeway for creative works by combining motion, beauty, sounds, colors, drama and humor.
3. The influence is strong. Most prospective buyers are more "trust" in the companies that advertise their products on television from the company at all.

WEAKNESS:

1. The huge costs. Production costs, including the cost of making the film and the sense of honor involved, can spend millions of rupiah even more. Not to mention the broadcast should be repeated at certain hours of the broadcast.
2. Audiences are not selective. The segment is not as sharp as newspapers or magazines.
3. Technical difficulties. Ads that have been made cannot be changed hours of broadcasts.

METHOD EPIC

Measuring the effectiveness of advertising on television one containing the model developed by the AC Nielsen Company through four (4) dimensions, namely:

1) Dimensions of Empathy

Empathy is the origin of the word, which means to feel emphatic. According Ranguti (2009), empathy (empathy) is a mental state that makes a person identify or find themselves in a state of mind or feeling the same with others. Dimensions empathy provides valuable information about the appeal of a brand.

2) Dimensions Persuasion

Dimensions persuasion inform what can be given an ad for an increase or strengthen the character of the brand, so advertisers gain an understanding of the impact of advertising on consumers' willingness to purchase and acquire the ability to develop an advertising appeal of a brand. In advertising, persuasion (persuasion) a change in beliefs, attitudes and desire to behave caused a promotional communications.

3) Impact Dimensions

Impact dimension indicates whether a brand can stand out compared to other brands in the same category and whether an ad is capable of engaging consumers in a message that is conveyed. Impact (impact) is desired of the ad is the amount of product knowledge (product knowledge) reached the consumer through the level of engagement (involvement) of consumers with products and or the election process.

4) Dimensions of Communication

Dimensions communications provide information about the ability of consumers to recall the main message, understanding the consumer, as well as the strength of the impression the message. Cognitive processing perspective is core to developing a successful marketing strategy that is a communication problem.

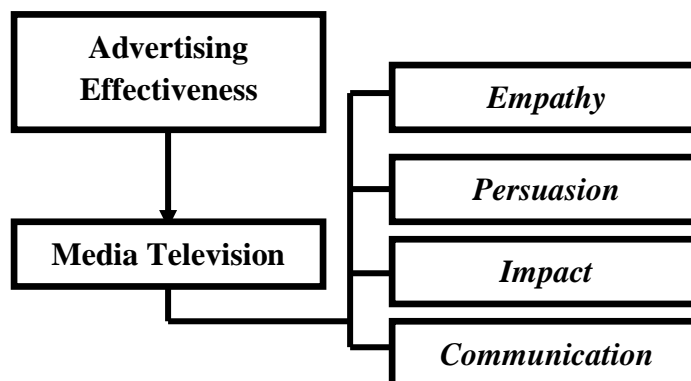
PREVIOUS RESEARCH

The Author	Research	The Result of research
Darvian Dio Prakoso (2015)	Ad Effectiveness Analysis PT. Traveloka Indonesia On Television	<ul style="list-style-type: none"> • Dimensions Empathy produces an average score is 3,686 according to EPIC Model into the effective category. • Dimensions persuasion produce the average score is 2,849 according to EPIC Model into the category quite effective. • Dimensions Impact generates the average score is 3.043 which according to the EPIC model into the category quite effective. • Dimensions of Communication to produce an average score is 3.183 which according to the EPIC model into the category quite effective. • Overall EPIC rate, the average is 3.19, which means that television advertising Traveloka can be quite effective.
Jimy Satriya (2013)	Effectiveness of Advertising Media Television Djarum Super My Great Adventure Using EPIC Model At the Faculty of Economics, University of Brawijaya "	<ul style="list-style-type: none"> • Dimensions of empathy get votes Very effective. • In calculating the dimensions of effective persuasion to get votes. • Dimensions impact (impact) as a parameter to get penilaiannya effective product knowledge. • And for the communication dimension obtained effective assessment results. that of the four dimensions of EPIC (Empathy, Persuasion, Impact and Communication) • Television advertising of cigarettes Djarum Super My Great Adventure is more prevalent or extremely effective is the dimension Empathy (empathy) compared to three (3) other dimensions.
Bagus Riyantoro dan Ati Harmoni (2013)	Effectiveness of Advertising Through Social Networking As One Marketing Strategies Using Chips Spicy Maicih methods Epic	<ul style="list-style-type: none"> • Dimensions empathy results obtained 3.98. • Dimensions persuasion of 3.99. • This dimension is 3.93, and from • Dimensions communications at 3.90. • Value EPICrate 3.95 value indicates that overall it can be concluded that the ad product spicy chips Maicih considered very effective.

FRAMEWORK

Based on the above, the study of theory, a framework can be created as shown below:

Figure 2
Framework



Source: AC Nielsen Effectiveness of Advertising

RESEARCH METHODOLOGY

Research design

This research is a descriptive study describing the method that will measure the effectiveness of a media namely television media with EPIC models. This study uses quantitative data, namely through the results of a series of observations (measurements) which can be expressed in figures. The quantitative data in this study were scoring the respondents' answers on the questionnaire provided by the interviewee.

Population and Sampling

The population in this study is college student at Economic Faculty University of Sriwijaya in Inderalaya. Here's the data of the population:

Table 3.1
College Student population of Economic Faculty Unsri Indralaya

Majoring	2016	2015	2014	2013	2012	2011	2010	Total
Econominc Development	128	111	157	111	72	28	24	631
Management	134	101	105	133	50	12	14	549
Accounting	130	99	125	116	48	16	19	552
Total								1732

Source: simak online, 2016

The student population of Economics Faculty University of Sriwijaya on Inderalaya 2016 is about 1732. With the number of students as many as 631 students of Economic Development, Management Accounting 549 students and 552 students. Then the sampling frame of this study as follows:

- Students of Economic Development = $631/1732 = 36\%$
- Student Management = $549/1732 = 33\%$
- Accounting Students = $552/1732 = 31\%$
-

Therefore in this case the sampling is to use non-probability sampling technique with quota sampling method. The sample was divided in groups based on the subject contained in the economic faculty of the University Sriwijaya Inderalaya with split evenly until the number (quota chill).

According Sugiyono (2001) stated quota sampling is a technique for determining a sample of the population that has certain characteristics to the number (quota) is desired. In this kind of population unknown population so that the determination of the sample to be taken must be proportionate.

This study took a quota of 150 respondents from FE students Unsri Indrelaya. So it was found that respondents each faculty as follows:

- $36\% * 150 = 54$ students
- $33\% * 150 = 50$ students
- $31\% * 150 = 46$ students
- Total = 150 students

With a sample size of 150 respondents expected to represent the entire population.

Operational Limitations

Epic model is an advertising effectiveness analysis model developed by AC Nielsen, one of the leading marketing research companies in the world. Epic Model and includes four critical dimensions, namely empathy, persuasion, and the impact of communication (Empathy, Persuasion, Impact and communications).

In order to be measured, the variables in this study are described in the indicators. The indicators in this study are described as below:

a. Empathy (Empati)

The indicators are:

- Feeling Ads created a very nice ad
- Want Ads Mimicking as aired
- Enjoys ads served
- Ads served is impressive ad
- Ads served to make you want to see over and over

b. Persuasion (Persuasi)

The indicators are:

- The desire to buy a product by the audience after seeing an ad
- After seeing the ad, so the audience to follow the products available
- Ability ads encourage viewers to make a product that is offered as the first choice
- Ads seen on television caused the audience wanted to know more products
- With the existing ad makes audience not interested in shopping at other similar places.
- Ads that there are superior compared to other similar stores.

c. Impact (Dampak)

The indicators are:

- Being out excess product compared to other similar products
- After seeing the advertisement of these products, the audience has kno that can be shared with others
- The level of product knowledge (level of product knowledge) that is knowledgeable about the product
- The idea of advertising is an exciting breakthrough ad
- The level of creativity of television advertising than ads similar products / ads are ads that attract
- Advertising uncreative and uninteresting

d. Communication (Komunikasi)

The indicators are:

- Clarity of information compared to television commercials advertising similar products
- The ability of television advertisements in communicating the message was not clear
- The level of audience understanding of the messages (excellence) presented in the television advertising
- Benefits gained by the audience after learning the benefits of the product
- Slogan in accordance with the reflection of the company
- Slogan incompatible with the concept of advertising

Data Collection Technique

- a. Primary Data: by distributing questionnaires to the respondents to answer questions.
- b. Secondary data: the study of literature through reading literature and scientific journals and other relevant sources in this study.

ANALYSIS

This study researcher used quantitative analysis; the analysis is based on figures and calculations, where the results of these calculations obtained a conclusion. The reason using quantitative analysis because of interest in this study to answer the research questions through the data analysis process. In this research distributing questionnaires to the respondents which is then processed through data analysis techniques.

Validity test

Data obtained using a measuring instrument. In this case, the data obtained using questionnaires distributed to respondents who have been. For those reasons, the implementation needs to be done to the questionnaire validity of existing research. The validity of the test itself is useful to determine the validity or appropriateness of the questionnaire that researchers use to obtain data from the respondents. According Sugiyono (2002) valid means the instrument used to measure what should be measured. The validity of the study states the degree of precision of the measuring instrument research on the actual content being measured. One method is to use Corrected Item Total Correlation. This method of correlating each item score questions with a total score of all questions that have been corrected. Validity test is done on each of the questions and results can be seen from the results of r-count is compared with r-table.

If the $r\text{-table} > r\text{-count}$ then said to be invalid

If the $r\text{-table} < r\text{-count}$ then said to be invalid

Reliability test

According Sugiyono (2002), which reliable instrument is an instrument which, when used several times to measure the same object would generate the same data. It's means with the word that there is consistency measuring instrument. In this case the alpha method is used because it is very suitable for use in the form of scale scores. An instrument is said to reliable if it has a Cronbach alpha coefficient above 0.60.

- c. Test variable EPIC (empathy, persuasion, impact and communication)

This study researcher used a simple tabulation analysis and the average score. In a simple tabulation analysis, the data obtained is processed into percentage form, with the following formula (Duriyanto et al, 2003: 78):

$$P = \frac{fi}{\sum fi} \times 100\%$$

Information:

- P = the percentage of respondents who chose a particular category
- Fi = number of respondents who chose a particular category
- $\sum fi$ = number of respondents.

Scores Average

Each respondent's answer of the question in kuisioner assigned weights. How to calculate the scores are adding up all the product of the value of each weight is divided by the total number of frequencies. According Durianto et al (2003: 96) this method using the following formula:

Where:

$$X = \frac{\sum fi \cdot wi}{\sum fi}$$

Information:

- X = average weight.
- fi = frequency.
- wi = weights.

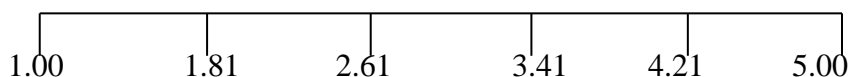
After that, use the range scale to determine the position of respondents using scores of each variable value. A Weight alternative answers that are formed from rank scale technique consist of a range between 1 to 5, which is describes the position very negative to a positive position. Furthermore, the scale range is calculated by the following formula, Durianto et al (2003; 97).

$$Rs = \frac{R (bobot)}{M}$$

Where:

- R (weight) = Weight of the largest - the smallest.
- M = number of weight categories.

It can be stated that:



- The scale of 1.00 to 1.80: Highly Ineffective
- The scale of 1.81 to 2.60: Not Effective
- The scale of 2.61 to 3.40: Effective Enough
- The scale of 3.41 to 4.20: Effective
- The scale of 4.21 to 5.00: Very Effective

DATA ANALYSIS AND DISCUSSION

In this chapter will discuss the results of the analyst retrieval of data from questionnaires distributed to respondents which contains a general overview of respondents and the data processing

Validity of Test Results

From the results if the data is acquired:

No	Items	Corrected Item Total Correlation	Scoring r table	The result
1	X1.1	0.625	0.1603	Valid
2	X1.2.	0.550	0.1603	Valid
3	X1.3	0.617	0.1603	Valid
4	X1.4	0.600	0.1603	Valid
5	X1.5	0.584	0.1603	Valid
6	X2.1	0.710	0.1603	Valid
7	X2.1	0.707	0.1603	Valid
8	X2.3	0.566	0.1603	Valid
9	X2.4	0.629	0.1603	Valid
10	X2.5	0.434	0.1603	Valid
11	X2.6	0.543	0.1603	Valid
12	X3.1	0.749	0.1603	Valid
13	X3.1	0.541	0.1603	Valid
14	X3.3	0.661	0.1603	Valid
15	X3.4	0.509	0.1603	Valid
16	X3.5	0.489	0.1603	Valid
17	X3.6	0.566	0.1603	Valid
18	X4.1	0.708	0.1603	Valid
19	X4.2	0.472	0.1603	Valid
20	X4.3	0.640	0.1603	Valid
21	X4.4	0.604	0.1603	Valid
22	X4.5	0.556	0.1603	Valid
23	X4.6	0.470	0.1603	Valid

Source : data primary (2016)

From the results of data processed above can be seen that the $r\text{-count} > r\text{-table}$, it can be stated instrument valid question.

Reliability of Test Result

From the reliability test results obtained as follows:

No	Variable	Crobanch's alpha	The Value of the limit	The Result
1	X1	0.806	0.6	Reliable
2	X2	0.827	0.6	Reliable
3	X3	0.819	0.6	Reliable
4	X4	0.811	0.6	Reliable

Source: primary data (2016)

From the results above data is processed, it can be seen that the Cronbach alpha values > 0.60 . So we can say the above reliable research instrument.

The Result of Variable EPIC (Empathy, Persuasion, Impact and Communication)

In the EPIC model testing method performed by finding the average score obtained from the assessment of respondents on the weighted scoring and then will calculate the total score to get the scoring category.

Variable Empathy (Empathy)

Atribut	Score	Total Respondent				
		Empathy 1	Empathy 2	Empathy 3	Empathy 4	Empathy 5
STS (strongly disagree)	1	1	11	2	1	10
TS (disagree)	2	17	76	11	19	58
CS (quite agree)	3	65	38	65	79	61
S (agree)	4	57	22	66	47	16
SS (strongly agree)	5	10	3	6	4	5
Total Respondent		150	150	150	150	150

Source: primary data (2016)

Dimension Empathy	The scores on average
Empathy 1	3.38
Empathy 2	2.53
Empathy 3	3.42
Empathy 4	3.22
Empathy 5	2.65
XEmpathy	3.04

Information: Scale of Xempathy 2,61 – 3,40: quite effective

Empathy dimensional analysis results show category scale is quite effective. It states that the consumers simply feel the same feeling / awareness of the product as advertised. Consumers feel that these ads can lead to feelings enough to understand the desires of the consumer.

Variabel Persuasi (*Persuasion*)

Atribut	Score	Total Respondent					
		P1	P 2	P 3	P 4	P 5	P 6
STS (strongly disagree)	1	1	3	3	2	15	8
TS (disagree)	2	33	56	80	21	94	56
CS (quite agree)	3	61	54	51	51	35	64
S (agree)	4	47	31	13	54	5	18
SS (strongly agree)	5	8	6	3	22	1	4
Total respondent		150	150	150	150	150	150

Source: data primary (2016)

Dimensi Persuasion	The scores on average
Persuasion 1	3.18
Persuasion 2	2.87
Persuasion 3	2.55
Persuasion 4	3.48
Persuasion 5	2.22
Persuasion 6	2.69
XPersuasion	2.83

Information: Scale of Xpersuasion 2,61 – 3,40: quite effective

Persuasion dimensional analysis results in the category scale is quite effective. This shows that the consumer simply feel a change in attitude and desire because of the outcome of ads served.

Variable Impact

Atribut	Score	Total respondent					
		Impact 1	Impact 2	Impact 3	Impact 4	Impact 5	Impact 6
STS (strongly disagree)	1	1	2	0	1	1	2
TS (disagree)	2	32	36	21	12	8	42
CS (quite agree)	3	57	66	48	75	67	45
S (agree)	4	50	44	58	47	61	45
SS (strongly agree)	5	10	2	23	15	13	16
Total Respondent		150	150	150	150	150	150

Source: data primary (2016)

Dimensi Impact	The scores on average
Impact 1	3.24
Impact 2	3.05
Impact 3	3.55
Impact 4	3.42
Impact 5	3.51
Impact 6	3.21
XPersuasion	3.33

Information: Scale of XPersuasion 2,61 – 3,40: quite effective

The results show the scale of impact dimensional analysis is quite effective. It is claimed that the ads served quite prominent among brands of similar category. This marked the consumers find products Tokopedia with their involvement in the product to be purchased.

Variable Communication

Atribut	Score	Total Respondent					
		C1	C2	C3	C4	C5	C6
STS (strongly disagree)	1	2	2	3	2	1	2
TS (disagree)	2	27	27	38	40	7	41
CS (quite agree)	3	69	58	50	66	55	69
S (agree)	4	51	59	49	36	68	37
SS (strongly agree)	5	1	4	10	6	19	1
Total Respondent		150	1510	150	150	150	150

Source: data primary (2016)

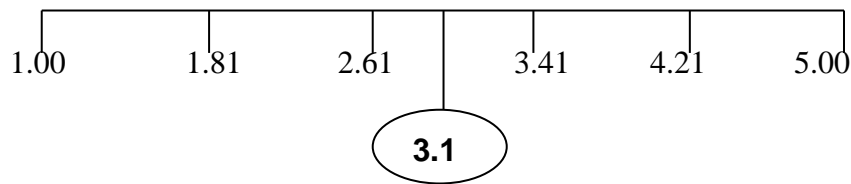
Dimension of Communication	The scores on average
Communication 1	3.15
Communication 2	3.24
Communication 3	3.16
Communication 4	3.03
Communication 5	3.64
Communication 6	2.96
XCommunication	3.20

Information : scale of XCommunication 2,61 – 3,40: Cukup Efektif

Communication dimensional analysis results show the scale is quite effective. It states that the consumer is sufficient to remember, understand messages aired ads and ads are considered enough to give consumers the impression left.

Totally EPIC rate is:

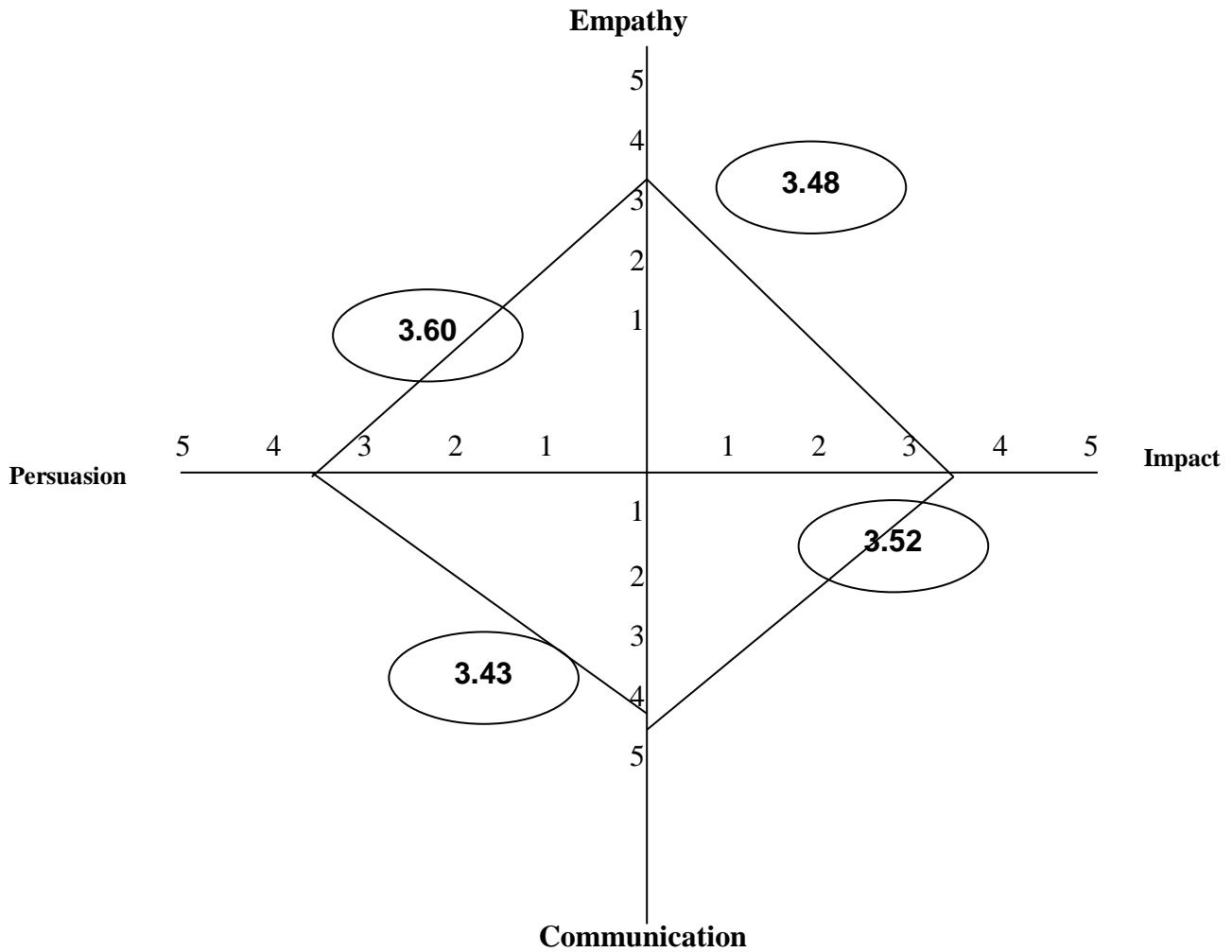
$$= \frac{3.04 + 2.83 + 3.33 + 3.20}{4} = 3.10$$



- The scale of 1.00 to 1.80: Highly Ineffective
- The scale of 1.81 to 2.60: Not Effective
- **The scale of 2.61 to 3.40: Effective Enough**
- The scale of 3.41 to 4.20: Effective
- The scale of 4.21 to 5.00: Very Effective

So it can be concluded that:

- From this value can be seen that the overall value of the EPIC model is quite effective in the category with a score of 3:10. This indicates that the company must increase the intensity of ads aired on television, because as we know consumers are faced many ads per day. Companies should also have the right time for ad serving. Companies must work hard to attract the attention of consumers. The task of the company is working to deliver a message that is simple, clear, interesting, and repeated so that the primary purpose of the message is received and return to memory.
- From the results of the analysis show that the dimensions of persuasion have an average score of the biggest compared to other dimensions, namely 3.60. Persuasion can change beliefs, attitudes and willingness to behave as a result of the communication campaign. The persuasion process that is used is determined by the level of involvement. This indicates that the increased level of consumer involvement. Consumers are focusing on the product message in the ad. Consumers translate messages into existing ad products, and form beliefs about the characteristics and consequences of the product, as well as integrating these meanings to shape the attitudes and desires.



Source: data primary (2016)

THE CONCLUSION AND RECOMMENDATION

THE CONCLUSION

From the above analysis it was found that the measurement of ads effectiveness in Tokopedia version of Isyana Sarasvati - Bad Hair Day is considered effective enough. This indicates that respondents considered that the ad:

- Empathy Dimensions: Effective enough so that respondents are concerned about the product being advertised.
- Dimensions Persuasion: Effective enough so that respondents feel the change in the attitudes and behavior in the presence of ads aired on television.
- Dimensions Impact: Effective enough so that respondents feel that Tokopedia is a type of online store is quite prominent on the types of stores that are similar to the respondent's involvement in product selection. Lastly,
- Dimensions of Communication: Effective enough so that the respondents stated quite remember and understand the intent of advertisements Tokopedia aired on television.

RECOMMENDATION

From the analysis in chapter IV it is understood that the ad Tokopedia Isyana version Sarasvati - Bad Hair Day still fall into the category quite effective. This indicates that the company is not maximized in building awareness, educate, inform and remind Tokopedia products on television. Respondents still think that Tokopedia not maximized in the side of Empathy, Persuasion, Impact and Communication. For that Tokopedia to be more intense in the ad serving and capable of displaying advertising messages better to target market.

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