



The effectivity of Taci Kembar's social media advertisement with epic model approach

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Available online at: www.isca.in

Received 7th March 2018, revised 17th May 2018, accepted 2nd June 2018

Abstract

Measurement of effectivity of social media advertisement with EPIC Model approach is the purpose of this research, this model developed by A.C Nielsen. The brand in this research is tacikembar's dried mango. Social media platform in this research used Instagram. Research did with spread an instrument to 100 respondents. Respondent in this research is people who see the tacikembar's advertisement in social media. Technic for the choice of respondent is non-probability sampling and accidental sampling technic. Variable in this research use 4 dimension, empathy, persuasion, impact and communication. From average score according respondent for statement of the effectivity advertisement get result are empathy dimension have 3,862 of score, persuasion dimension have 3,835 of score, impact dimension have 3,795 of score, communication dimension have 3,862 of score, so got the result of EPIC Rate have 3,831 of score. EPIC Rate shows that the advertisement of tacikembar's product use social media is effective.

Keywords: EPIC Model, Social media, advertisement effectivity, A.C Nielsen's Model.

Introduction

In this era that market more complex and tough caused by overflow of information and open the opportunity for access to information that make consumer more critical for choosing product. One of the way for company to winning in competition market is through strategy marketing formulization¹.

One of strategy marketing is marketing mix. Marketing mix which has been product, price, place and promotion is one of most important subject in decision-making and marketing evaluations. Marketing mix is the fundamental basic of marketing system, though it contains the marketing's whole performance and combination of both planning². Marketing mix describes the set of tools that management can use to influence sales. The traditional formulation is called the 4Ps – Product, Price, Place and Promotion³. One of marketing mix is promotion. Promotion mix consists of advertising, personal selling, selling promotion, public relation and direct marketing.

Advertising are seen as the media most usual used by company for direct communicate which persuasive to consumer. Advertising is the all form of activity for presenting and promoting idea, goods or service non-personally. The purpose of it is to influencing consumer behavior to purchasing decision and customer become aware to a product brand¹.

The world of internet has evolved as a potential market, for consumers residing in any country of the world⁴, especially in social media. Advertising media consist of television, print, digital, out-of-home and radio. In Indonesia, television still

becomes the highest market share with 61.4%. Television projected in 2020 will decrease for market share to become 57.7% and digital media will be increase from 14.8% in 2016 become 21.5% in 2020. With this data, digital media will be trend in the future of advertising⁵.

Digital marketing is the marketing process use both way are online and offline with digital technology. Type of digital marketing are search engine marketing, pay per click, social media marketing, e-mail marketing, web banners, digital online advertising, online marketing platform, mobile marketing, dan content marketing to some extent, etc⁶.

Social media become important media for advertising, in Indonesia have total population 262 million people. In that number, include 132.7 million people are internet users and 106 million people are social media active users. Social media users increasing from 2016 to 2017 amount +36% or 27 million people⁷.

Social media is place for communicate, interaction, share with another users for the large scale⁸. Social media is place for customer to share information, texts, image, audio and video with other and/or company or reverse⁹. Social media is communication collective of online channel with community based, interaction, content-sharing and collaboration¹⁰. The main purposes of social media users are to build relation, to build a brand, publicity, promotion and market research¹¹.

Social media platform consist of some classification are Social Networking, Microblogging, Blogging (Using Publishing

Website), Photo Sharing, Video Sharing, Crowd sourcing, and Tools for Managing Multiple Social Media Platforms¹². In Indonesia there are some social media that often used by Indonesia users are Youtube (49%), Facebook (40%), Instagram (39%), Twitter (38%), Whatsapp (38%), Google (36%), FB Messenger (31%), Line (30%), Linkedin (28%), BBM (26%), Pinterest (22%), dan wechat (21%)⁷.

Existence of social media networking is opportunity for company to advertising the product. There are the advantage which can get from this advertising through social media are for place to communicate with customer or brand building¹³. Many research about advertising that advertising will be influence buying behavior. Buying behavior is a purchase decision making pattern that is a complex of need and desires, and is influenced by many factors¹⁴. TaciKembar is company that produce dried mango and located in Cirebon, West Java. In the past, TaciKembar only use the event which held by local government to promotion their product and not yet using the other media through digital, especially social media. TaciKembar's product have best product of dried mango sweetened in Cirebon City. In terms of changes in consumer preferences due to their increased education, income and knowledge, consumers want quality assurance of the product they buy¹⁵. Quality must be advertised in social media, so consumers know the product have a best quality. In 2018, TaciKembar tries to develop for promotion using social media with Instagram platform. Instagram has been chosen because it is the third biggest platform in Indonesia. In TaciKembar's advertising have 5 content, that are 3 story line technic, 1 close-ups technic and 1 direct product comparison. In this research's purpose is want to know how the effectivity of TaciKembar's advertising using social media with the EPIC Model approach, it is develop by A.C Nielsen.

Methodology

The respondent of this research are 100 people that ever seen the TaciKembar's advertising through social media (Instagram). Sampling method used non-probability sampling (accidental sampling). Technique of collecting data is done by observation, interview, and questionnaire and literature study¹⁶. The questionnaire is main instrument that been used in this research. Questionnaire design must been pass validity test and reliability test. Valid or not that instrument's item can be known with compare of correlation index (product moment Pearson) with significant level 5% with critical value¹⁷. Researcher use formula¹⁸:

$$r_{xy} = \frac{N(\sum XY) - (\sum X \sum Y)}{\sqrt{(N \sum x^2 - (\sum x)^2) (N \sum P^2 N - \sum P)^2}}$$

Where: N is number of data pairs, X is first variable, Y is second Variable. Next is reliability test which has purpose is to know consistency from instrument as measurement tools, so the result will a measurement tools can be trusted. Reliability test

use Alpha Cronbach coefficient. Alpha Cronbach value that less than 0.6 is enough, 0.7 is can be accepted and more than 0.8 is good¹⁷. The formulization of alpha Cronbach is:

$$r_{11} = \frac{(k) (1 - \sum \sigma_b^2)}{k - 1 \sigma_t^2}$$

Where: r_{11} is instrument reliability, k is number of question pairs, $\sum \sigma_b^2$ is total of variants item and σ_t^2 is variant total.

The effectivity of advertising measured by EPIC Model approach¹. EPIC Model consist of 4 dimension, there are i. empathy, to informing what consumer will like of marketing communication form or not, ii. persuasion, to informing what can be given by communication marketing form to strengthen a brand, iii. Impact, to show what brand form can be seen dominantly if compare with other brand, iv. communication, to give information to costumer for remembering of advertising's massage.

Processing data in EPIC Model with simple tabulation analysis, and average score, and will converted to scale range EPIC Model¹. In simple tabulation analysis, the data obtained is processed with formula:

$$P = (f_i / \sum f_i) \times 100\%$$

Which P is percentage of respondent that choose certain categories, f_i is total of respondent that choose certain categories, and $\sum f_i$ is the quantity of total respondent.

Average score is the average of answer value that obtained from respondent. Average score calculated with formula:

$$X = (\sum f_i W_i / \sum f_i)$$

Where: X is average of value, f_i is frequency and w_i is an value.

Next step is scale range. Determination of respondent value position using score value on each variable. The answer formed from ratings scale technic using 1 – 5 scale which describes of position, positive or negative.

Range scale calculated with formula $R_s = R/M$, which R_s is scale range, R is biggest-smallest of value, M is number of value categories. Scale using Likert scale, which is 1 – 5. Scale range's value is 0.8, this number obtained using formula $R_s = 5 - 1/5 = 0,8$. That range scale used to the decision of range scale as decision-making value from EPIC Model analysis. The following is scale range table.

After got result from simple tabulation analysis and average score, then next step is calculating the its data through scale range EPIC rate. EPIC rate purposes to know effective or not advertising through social media Instagram. The formula of EPIC Rate is $X(E) + X(P) + X(I) + X(C)/N$ ¹.

Table-1: Scale range based on criteria.

Criteria	Scale Range
Very Not Effective	1,00 – 1,80
Not Effective	1,81 – 2,60
Neutral	2,61 – 3,40
Effective	3,41 – 4,20
Very Effective	4,21 – 5,00

Results and discussion

Validity test: The result of validity test that instrument shows that all item statements are valid. The conclusion is from compare r_{table} with score 0.195 is less than r_{hitung} (correlation of value). Per item have correlation of value more than 0.195, so it's valid. The data can be shown in Table-2.

Reliability Test: The result of reliability test that instrument shows that value of Cronbach Alpha more than 0.6 (all dimension), Empathy dimension has 0.689 score of Cronbach's Alpha, Persuasion dimension has 0.704 score of Cronbach's Alpha, Impact dimension has 0.731 score of Cronbach's Alpha, and Communication dimension has 0.704 score of Cronbach's Alpha. The conclusion is each item of statement can be used for

this research, and all dimension is reliable. The data can be shown in Table-3.

Respondent Characteristics: According to characteristics of gender, the most respondents are female that have score 69 respondent of 69% and male have score 31 respondent or 31% from total 100 respondent. This is caused by female often active in social media Instagram and has high curiosity of trend in social media. According to characteristics of age, the most respondent are 21-30 age scale have score 74%, 31-40 age have score 11%, <21 age scale have score 9%, 41-50 age scale have score 4% and >50 age scale have score 2% from total 100 respondent. Based on age, the scale range of age 21-30 is the most percentage if compare to other, it's caused by in that range scale of age the respondents have active social media if compare to other range scale of age. According to education level, the most respondent are bachelor and have score 65%, high school 19%, Diploma 10%, postgraduate 5% and profession 1% from total 100 respondent. According to job level, the most respondent are student, it have score 29%, employee 27%, entrepreneur 18%, government employee 12%, and other 10% from total 100 respondent. According to income per month, the most respondent are who have an income per month IDR 3.000.001 – IDR 5.000.000 have score 34%, IDR 1.000.000 – IDR 3.000.000 have score 27%, IDR <1.000.000 have score 25%, IDR 5.000.001 – IDR 7.000.000 have score 8%, IDR 7.000.001 – IDR 9.000.000 have score 3% and IDR >9.000.000 have score 3% from total 100 respondent.

Table-2: Validity Test Result

Statement	Value's Correlation (r_{hitung})	Value limit (r_{table})	Conclusion	Statement	Value's Correlation (r_{hitung})	Value limit (r_{table})	Conclusion
E ₁	0.635	0,195	Valid	I ₂	0.524	0,195	Valid
E ₂	0.592	0,195	Valid	I ₃	0.509	0,195	Valid
E ₃	0.468	0,195	Valid	I ₄	0.654	0,195	Valid
E ₄	0.508	0,195	Valid	I ₅	0.577	0,195	Valid
E ₅	0.474	0,195	Valid	I ₆	0.647	0,195	Valid
P ₁	0.610	0,195	Valid	C ₁	0.562	0,195	Valid
P ₂	0.644	0,195	Valid	C ₂	0.579	0,195	Valid
P ₃	0.439	0,195	Valid	C ₃	0.546	0,195	Valid
P ₄	0.612	0,195	Valid	C ₄	0.627	0,195	Valid
I ₁	0.570	0,195	Valid	C ₅	0.441	0,195	Valid

Table-3: Reliability Test Result.

Dimension	Cronbach's Alpha	N of Items
Empathy	.689	5
Persuasion	.704	4
Impact	.731	6
Communication	.704	5

The Analysis of EPIC Model Dimension of TaciKembar’s advertising using Social Media: Social media activity of TaciKembar using Instagram with account of name is “tacikembar”. TaciKembar’s Instagram can be opened using Instagram’s app. TaciKembar’s Instagram have follower 545 people and 94 people following (dated 14 February 2018). Follower TaciKembar according to gender is 62% male and 38% female. Follower of TaciKembar according to scale range of age are 13-17 have score 20%, 18-24 have score 58%, 25-34 have score 15%, 35-44 have score 4%, 45-54 have score 1% and 65+ have score 2%, all data from Instagram analytics in 7 days ago (7 February 2018 – 14 February 2018). In TaciKembar’s social media, there are 5 advertising content be shown. Content of advertising had shown using technic story line, close-ups and direct product comparison. According to respondent’s answer about statement of EPIC Model obtained average score are 3.862 for empathy dimension, 3.835 for persuasion dimension, 3.795 for impact dimension and 3.834 for communication dimensi, this data can be seen in table 4. Empathy dimension obtained average score 3.862, this score go into effective range scale. It means the users of Instagram likes advertising of

TaciKembar in social media. Persuasion dimension obtained average score 3.835, this score go into effective range scale. It means the users of Instagram influenced by TaciKembar’s advertising for to buy TaciKembar’s product. Impact dimension obtained average score 3.795, this score go into effective range scale. It means the users of Instagram remembering TaciKembar’s advertising. Communication dimension obtained average score 3.834, this score go into effective range scale. It means the users of Instagram understand about TaciKembar’s advertising. Next step is whole respondent’s answer per dimension will be mapped into EPIC Rate. EPIC Rate can be shown in Figure-1.

After known of average score per dimension, next step is calculating of EPIC Rate. EPIC Rate has purpose for to see of the effectivity of TaciKembar’s advertising using social media overall. This calculation obtained by diving average total score per dimension with total of dimension. Then, describe about relation per dimension through EPIC Model. EPIC Model per dimension can be shown in Figure-1.

Table-4: Average Score per Dimension.

	Statement	Frequencies X’s Value	Average Score per Item	Average Total Score per Dimension
Empathy	E1	401	4,01	3,86
	E2	380	3,80	
	E3	378	3,78	
	E4	387	3,87	
	E5	385	3,85	
Persuasion	P1	382	3,82	3,835
	P2	390	3,90	
	P3	377	3,77	
	P4	387	3,87	
Impact	I1	394	3,94	3,795
	I2	384	3,84	
	I3	373	3,73	
	I4	375	3,75	
	I5	375	3,75	
	I6	376	3,76	
Communication	C1	383	3,83	3,834
	C2	378	3,78	
	C3	381	3,81	
	C4	387	3,87	
	C5	388	3,88	

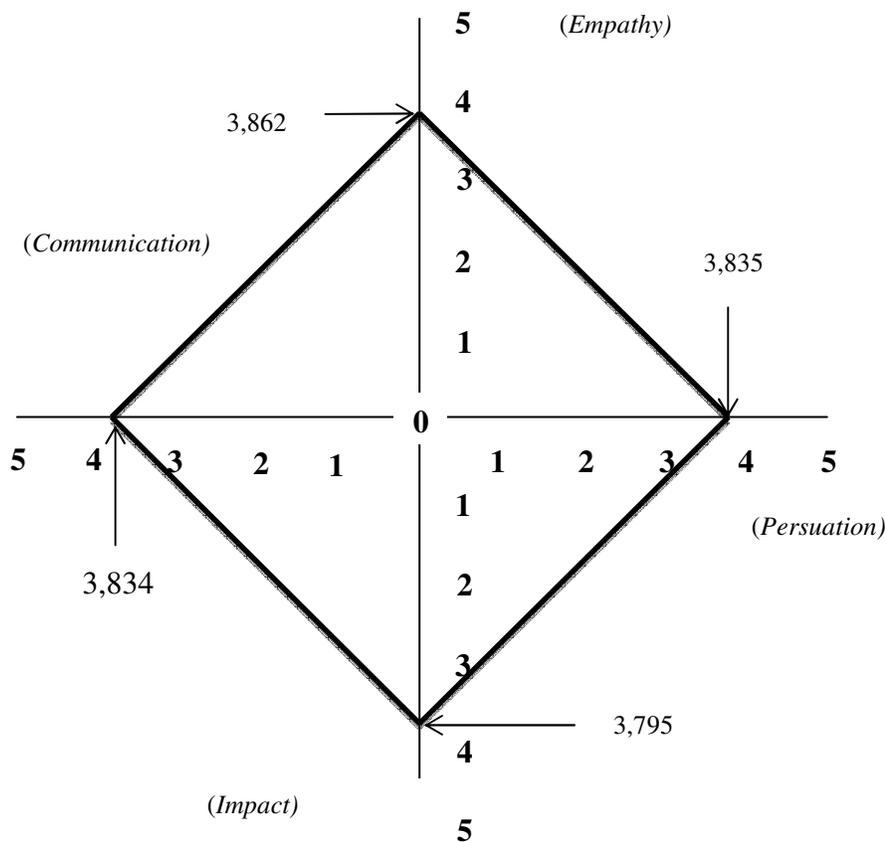


Figure-1: Tacikembar's advertising using EPIC Model Approach.

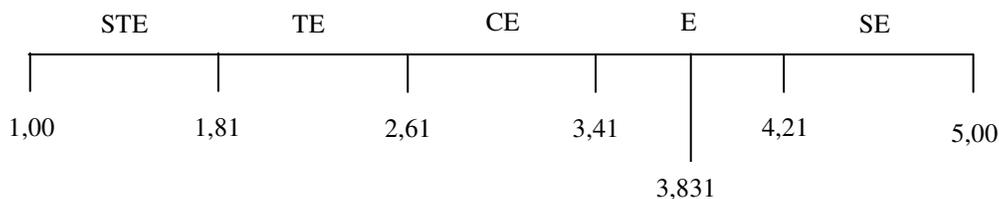


Figure-2: EPIC Rate's Scale Range.

From average score of calculation from overall EPIC Rate's dimension obtained average score with 3.831. If this value put into EPIC Model's scale range, so that value shown of overall value of the effectivity tacikembar's advertising using social media are in position effective.

Acknowledgement

I would like to thank to Dr. Ir. Dini Rochdiani, MS. and Muhammad Arief Budaiman, SE., ME., for comments and suggestions.

Conclusion

Tacikembar's advertising using social media have 5 content of advertising with 3 content using story line's technic, 1 content using close-up's technic and 1 content direct product

comparison's technic. According to EPIC Model with empathy, persuasion, impact and communication dimension, of Tacikembar's advertising using social media is Effective. It is proves with EPIC Rate's score 3.831 which is include to scale range 3, 41-4, 20. The Details of per dimension is as follows as, empathy dimension have score 3.862 this score is Effective in range scale, persuasion dimension have score 3,835 this score is Effective in range scale, impact dimension have score 3,795 this score is Effective in range scale, communication dimension have score 3,834 this score is Effective in range scale.

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