

Effectiveness of Marjan Advertising on YouTube Using EPIC Model

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Abstract

YouTube is one of the advertising media for brands that advertise in the form of videos, such as Marjan. Marjan is a local syrup brand produced by PT Lasallefood Indonesia. However, there are issues that appear in the comments section on YouTube which have an impact on the decrease in views of Marjan advertising content on YouTube in 2024. For this researchers are interested in researching the effectiveness of Ramadan Marjan advertisements on YouTube using the EPIC Model (Empathy, Persuasion, Impact, Communication). This research uses a type of quantitative research with a survey method through an online questionnaire through Google Form. The distribution of online questionnaires through Google Form was carried out in this study to 120 respondents who were Marjan consumers with domiciles in Jabodetabek and had seen Marjan's Ramadan advertisements on YouTube. Sampling was carried out using non-probability sampling method through purposive sampling technique. The analysis techniques used in this study are descriptive analysis, simple tabulation analysis, and average score. Based on the results of the study, all dimensions of the EPIC Model are declared effective with a score of 3.12. This is supported by the score of each dimension such as empathy with a value of 3.26 which is included in the very effective category, and other dimensions that are included in the effective category such as persuasion with a value of 3.08, impact 3.15, and communication 3.01.

Keyword: Advertising effectiveness; EPIC Model; YouTube Advertising; Marjan.

1. Introduction

The emergence of digital marketing plays an important role in the trade sector in the digital era. According to Zuhri et al. (2023), existence of digital marketing promotion or marketing efforts can be done by utilizing the internet or other digital media. Many digital media that can be utilized in digital marketing are not only through websites and blogs, but can be through other media such as social media (Wati et al., 2020). There are various social media that can be used as promotional media, one of which is YouTube. We Are Social & Meltwater (2024), in early 2024 data shows that YouTube occupies the second position as social media with the longest average usage time in Indonesia, which is 31 hours 28 minutes per month. This shows that YouTube is one of the most popular and frequently used social media platforms by people in Indonesia.

Many well-known companies or brands in Indonesia have been actively advertising on YouTube, one of which is Marjan. Marjan utilizes YouTube as one of the channels to broadcast advertisements. The strategy used by Marjan for its advertisements is seasonal marketing. Seasonal marketing strategy is a marketing strategy carried out by a brand by utilizing certain moments or seasons to run an advertisement (Pohan & Putri, 2023).

In conducting research on the effectiveness of Ramadan Marjan advertisements on YouTube, researchers conducted research through the impact created on communication in advertising by measuring it using the EPIC Model method (Empathy, Persuasion, Impact, and Communication). The reason for using this model is because Marjan's advertisements each year has a unique story that uses emotional feeling to deepen the communication in the advertisement. communication in the advertisement, the effectiveness of Marjan's Ramadan advertisement can be measured using the four critical dimensions of the EPIC model. using the four critical dimensions of EPIC that measure how advertising can influence feelings, emotions, behavior, perceptions, interests, memories, and actions that will be taken after seeing the ad (EPIC). actions that will be taken after seeing the advertisement (Mahdi et al., 2022).

Based on preliminary analysis in 2024 or on the advertisement of Marjan's "Putri Hijau dan Desa Kehidupan" theme experienced a decrease in views on YouTube compared to the previous year. YouTube compared to the previous year. In addition, this has an impact on decreasing percentage increase in Marjan sales in e-commerce in the 2023-2024 period. As for some of the complaints obtained through further analysis of the comments on the Ramadan edition of Marjan's advertisements from 2022 to 2024 on YouTube such as product complaints, ad relevance, ad visuals, and especially the concept of advertising or stories in advertisements that are considered lacking. concept or stories in advertisements that are considered less interesting, irrelevant, and boring as well as the messages in advertisements that are not boring and the message in the ad that cannot be understood by the audience. In addition, a pre-survey that has been conducted by researchers involving 30 respondents who are Marjan consumers with domiciles in Jabodetabek and have have seen Marjan's Ramadan advertisements on YouTube, it shows that the indicators of each dimensions experience problems, especially in the communication dimension. This issue strengthened through research from Siti Fatimah with the title "Effectiveness of Marjan Advertising on YouTube Using EPIC Model", the results showed that the communication dimension got the highest score and explained that the message in an advertisement must be understood by the audience so that the objectives of the

advertisement are understood by the audience so that the purpose of the advertisement is achieved.

Therefore, this research is expected to be able to determine the effectiveness of the Ramadan edition of Marjan syrup advertisements on YouTube using EPIC Model (Empathy, Persuasion, Impact, and Communication).

2. Literature Review

2.1 Advertising

Advertising is important in marketing where an indirect communication process occurs between companies and consumers, as explained by Tjiptono (2020) advertising is an indirect communication made to convey information regarding the advantages and benefits of a product that is presented in an attractive form to influence someone to make a purchase. Meanwhile, advertising according to Morissan (2014) is a form of non-personal communication that contains elements about an idea, organization, service, or product that is paid for by a particular sponsor or business. According to Ryan & Jones (2014), advertising is anything that can influence and persuade someone to do something as expected by marketers.

Based on the explanation above, it can be concluded that advertising is an indirect communication with a wide range about an organization or product that is presented to attract attention and persuade someone to do something in accordance with the goals of the marketer. According to Candra (2021), indicators of advertising are as attracting attention, providing feedback, generating a desire to try, producing an action.

2.2 Advertising Effectiveness

According to Wells et al. (2018), there are two levels to measure the effectiveness of advertising, namely first, advertising must be able to achieve the goals of consumers through an attachment relationship with consumers and be able to convey relevant messages. Second, the ad must be able to achieve the goals of the creator of the ad. Advertising can be said to be effective when it can understand consumer needs, can influence consumers to do something, can provide information related to product advantages clearly, and can attract the attention of consumers who then make the decision to buy (Putri & Nurhayati, 2020)

According to Elmertian (2024), advertising effectiveness has 10 advertising principles to be considered effective, namely Grab People, Be Clever and Creative, Speak Loudly, Don't make Them Think too much, Colors That Pop but Make Sense, Be Informative, Stand Out and Be Memorable, Give Off A feeling, Show Not Tell, Use Humor and Use A metaphor.

2.3 YouTube Advertising Media

There are several factors that can influence advertisements to easily appear in the audience's device, including (Tasim, 2024):

- a. The number of viewers and the level of audience engagement are important things that can affect the ranking of advertisements to be displayed;
- b. The use of relevant keywords and informative descriptions, this helps the visibility of ads to the preferences of the audience;
- c. Audience retention rate or the length of time the audience views the ad. A high audience retention rate is a positive thing that can affect YouTube's algorithm and indicates that the ad is interesting.

- d. Interactions in ads such as likes, comments, and shares are important indicators of ads on YouTube algorithms. High interaction can encourage audiences to take actions that have been determined by the ad maker.

Meanwhile, according to Yunita et al. (2019) there are four criteria that can measure the success of communication in advertising content on YouTube, namely Informativeness, Credibility, Entertainment, and Irritation.

2.4 EPIC Model

The EPIC Model is one of the various methods useful for measuring advertising effectiveness. The EPIC Model itself was developed by one of the leading marketing research companies, AC Nielsen Media Research. The EPIC Model has four dimensions that measure the effectiveness of advertising according to Duriyanto et al. (2017) as follows:

Empathy according to Nielsen (2008) this dimension measures how consumers interpret advertising messages and relate them to their personalities. The indicators according to Wisetsa et al. (2021) in this dimension are that advertisements can affect the feelings and emotions of the audience, the interesting concept of an advertisement, and the impression given in the advertisement.

Persuasion, a dimension that conveys information related to what will be provided through advertising to improve and strengthen the brand image. Persuasion itself can be interpreted as a change in beliefs, attitudes, and behavioral desires based on advertising communication (Fatimah & Nosita, 2020). According to Wisetsa et al. (2021) indicators in this dimension are interest in trying the product, advertising can influence audiences to seek further information, provide a level of trust in product quality, and interest in seeing advertisements repeatedly.

Impact, this dimension provides information regarding the impact that advertising has on consumers, this can be seen from consumer interest in the product or consumer knowledge of the product. According to Wisetsa et al. (2021) the indicators in it, namely increasing consumer knowledge of products, the level of creativity in advertising that has more value than competitors, raises the audience's desire to buy products, and is easy for the audience to remember.

Communication, this dimension provides information regarding the strength of the message conveyed in the advertisement whether it is clear and easy to understand, so that it is easily understood by consumers. Indicators in this dimension according to Wisetsa et al. (2021) are messages in advertisements that are easy to remember, easy to understand and understand, clear in conveying information, and messages in advertisements can connect with audiences.

3. Material and Method

3.1 Design Study

This study uses a quantitative method with the object of research of Marjan consumers who live in Jabodetabek who have purchased Marjan products at least twice in e-commerce during the month of Ramadan and seen Marjan's Ramadan edition advertisements in the period 2022 to 2024. By using the formula Hair et al. (2022) to get the minimum number of respondents, the minimum sample used was 120 respondents. The sampling technique used a purposive sample by distributing research questionnaires online..

3.2 Data Analysis

This study uses data analysis techniques such as simple tabulation, descriptive, and average values.

Simple tabulation analysis aims to see the percentage of respondents in choosing certain categories. In addition, the purpose of this simple tabulation is to provide an overview of the data from the questionnaire which describes certain characteristics of the respondents utilizing the formula according to Durianto et al. (2017) as follows:

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

Description:

P = Percentage of respondents who chose a particular category

fi = Number of respondents who chose a particular category

$\sum fi$ = The total number of respondents

Descriptive analysis to describe the results of the questionnaire in this study uses a criterion score by dividing into four criteria with each achievement level in order to facilitate the interpretation of the results of the questionnaire that has been filled out by the respondent. So to support this research, information on the answers of respondents is needed to get valid results. After obtaining the respondent's answer information, the researcher displays a table that explains the frequency of respondents' answers to the statements of each EPIC Model indicator. The scale used in this study is a Likert scale with a measurement of four answer scales and no neutral answer options with a range of criteria scores.

Table 1. Criteria Score

No	Score Criteria	Dimension Achievement Level (SS+S)
1.	0 – 25%	Very Not Good
2.	26 – 50%	Not Good
3.	51 – 75%	Good
4.	76 – 100%	Very Good

Average score is after each variable in EPIC (Empathy, Persuasion, Impact, Communication) is calculated the average score and the average number is known, after that it will be known whether the dimension is effective or not. The calculation formula is sourced according to the formula of Durianto et al. (2017) as follows:

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

Description:

X = Weighted average

fi = Frequency

wi = Weight

Table 2. Advertising Effectiveness Scale Range

Scale Range	Advertising Effectiveness
1,00 – 1,75	Very Ineffective
1,76 – 2,50	Not Effective
2,51 – 3,25	Effective
3,26 – 4,00	Very Effective

4. Result

a. Characteristics Respondents

Based on questionnaires that have been distributed to 120 respondents, data in the form of characteristics are obtained, which are based on age, gender, employment status, and domicile of respondents.

Table 3. Respondent Profile Descriptive

Criteria		Frequency	Percentage
Age	17 - 25 years old	75	62.5%
	26 - 30 years old	35	29.2%
	> 30 years old	10	8.3%
Total		120	100%
Gender	Man	69	57.5%
	Women	51	42.5%
Total		120	100%
Employment Status	Students	62	51.7%
	Employees	44	36.7%
	Housewife	10	8.3%
	Self-employed	4	3.3%
Total		120	100%
Domicile	Jakarta	42	35.0%
	Bekasi	29	24.2%
	Bogor	21	17.5%
	Depok	14	11.7%
	Tangerang	14	11.7%
Total		120	100%

b. Research Instrument Test

The validity test is used to determine the feasibility of the items in the questionnaire (Maulidiyah, 2021). To measure the validity test, researchers used the Pearson Product Moment (PPM) correlation formula proposed by Pearson, in the formula for each question item through the total variable score with a significance of 5% with r table 0.1793. The research instrument is said to be valid if the correlation coefficient r count $>$ r table. The validity test was carried out with the help of the IBM SPSS 26.0 software program with the results showing as follows:

Table 4. Validity Test Result

Dimension	Indicator	Corrected Item-Total Correlation	Description
Empathy	E01	0.7782	Valid
	E02	0.7436	Valid
	E03	0.8056	Valid
	E04	0.7787	Valid
	E05	0.5692	Valid
Persuasion	P01	0.8271	Valid

Dimension	Indicator	Corrected Item-Total Correlation	Description
	P02	0.8321	Valid
	P03	0.8052	Valid
	P04	0.8408	Valid
	P05	0.8994	Valid
Impact	I01	0.8030	Valid
	I02	0.7065	Valid
	I03	0.7141	Valid
	I04	0.7800	Valid
	I05	0.8577	Valid
Communication	C01	0.8983	Valid
	C02	0.8999	Valid
	C03	0.8797	Valid
	C04	0.7838	Valid
	C05	0.8783	Valid

Reliability test is used to determine whether the instrument test is reliable or not, it is carried out using the Cronbach's Alpha method measured on an alpha scale between 0 and 1, where the closer to 1 indicates the higher the reliability. If it has Cronbach's Alpha > 0.6, the instrument has a good reliability value (Natassja, 2022).

Table 5. Reliability Test Result

Dimensions	Chronbach's Alpha	Description
Empathy	0.789	Reliable
Persuasion	0.896	Reliable
Impact	0.832	Reliable
Communication	0.918	Reliable

c. Descriptive Analysis of the EPIC Model

Empathy, each statement item measures how good (interesting) or not the advertisement is delivered based on thinking (cognition) and the level of liking in the advertisement based on feelings (affection).

Table 6. Empathy Dimension Answer Results

No	Item		Alternative Answer			
			STS	TS	S	SS
1	I like the advertisement of Marjan syrup Ramadan edition on YouTube	Wi	1	2	3	4
		Fi	2	5	66	47
		Σ Wi	398			
		%	1.67%	4.17%	55.00%	39.17%
		Total	7		113	
			5.83%		94.17%	
	Average	3.32				
2		Wi	1	2	3	4

No	Item	Alternative Answer				
		STS	TS	S	SS	
	I clearly understand the advertisement of the Ramadan edition of Marjan syrup	Fi	4	22	64	30
		∑ Wifi	360			
		%	3.33%	18.33%	53.33%	25.00%
		Total	26		94	
			21.67%		78.33%	
		Average	3.00			
3	The Ramadan edition of Marjan syrup advertisement gives a positive impression to me	Wi	1	2	3	4
		Fi	2	9	60	49
		∑ Wifi	396			
		%	1.67%	7.50%	50.00%	40.83%
		Total	11		109	
			9.17%		90.83%	
Average	3.30					
4	The storyline in the Ramadan edition of the Marjan syrup advertisement is interesting to me	Wi	1	2	3	4
		Fi	3	24	51	42
		∑ Wifi	372			
		%	2.50%	20.00%	42.50%	35.00%
		Total	27		93	
			22.50%		77.50%	
Average	3.10					
5	I feel that the visuals in the advertisement of Marjan syrup Ramadan edition can attract my attention	Wi	1	2	3	4
		Fi	1	2	42	75
		∑ Wifi	431			
		%	0.83%	1.67%	35.00%	62.50%
		Total	3		117	
			2.50%		97.50%	
Average	3.59					
Average Percentage			12.33%		87.67%	
Average Dimensions			3.26			

Empathy dimension has an average number of percentages of answers agreeing and strongly agreeing of 87.67% and when compared from the weighted score criteria it is included in the “Very Good” category with a scale range of (76% - 100%). Supported by statement number five, which is 97.50% with the contents of the statement “I feel that the visuals in the Ramadan edition of the Marjan syrup advertisement can attract my attention”. Followed by statement number one, which is 94.17% with the statement “I like the Ramadan edition of the Marjan syrup advertisement on YouTube”. The last statement that has the highest average percentage is number three at 90.83% with the statement “The Ramadan edition of Marjan syrup advertisement gives a positive impression to me”. Based on the average calculation results, the empathy dimension has a value of 3.26 which is classified in the “Very Effective” category with an effectiveness interval scale range (3.26 - 4.00).

Persuasion measures how advertising communication can change beliefs, attitudes, and behavioral desires.

Table 7. Persuasion Dimension Answer Results

No	Item		Alternative Answer			
			STS	TS	S	SS
1	After watching the Ramadan edition of Marjan syrup advertisement on YouTube, I am interested in trying Marjan products.	Wi	1	2	3	4
		Fi	2	18	66	34
		∑ Wifi	372			
		%	1.67%	15.00%	55.00%	28.33%
		Total	20		100	
			16.67%		83.33%	
Average		3.10				
2	Ramadan edition of Marjan syrup advertisement on YouTube makes me want to find more information about Marjan products.	Wi	1	2	3	4
		Fi	2	23	62	33
		∑ Wifi	366			
		%	1.67%	19.17%	51.67%	27.50%
		Total	25		95	
			20.83%		79.17%	
Average		3.05				
3	Ramadan edition of Marjan syrup advertisement on YouTube makes me believe that Marjan products are of high quality.	Wi	1	2	3	4
		Fi	1	18	61	40
		∑ Wifi	380			
		%	0.83%	15.00%	50.83%	33.33%
		Total	19		101	
			15.83%		84.17%	
Average		3.17				
4	I am interested in watching repeatedly the Ramadan edition of Marjan syrup advertisements on YouTube	Wi	1	2	3	4
		Fi	8	23	64	25
		∑ Wifi	346			
		%	6.67%	19.17%	53.33%	20.83%
		Total	31		89	
			25.83%		74.17%	
Average		2.88				
5	After watching Marjan's Ramadan advertisement on YouTube, I am not interested in trying other syrup products.	Wi	1	2	3	4
		Fi	3	19	52	46
		∑ Wifi	381			
		%	2.50%	15.83%	43.33%	38.33%
		Total	22		98	
			18.33%		81.67%	
Average		3.18				
Average Percentage			19.50%		80.50%	
Average Dimensions			3.08			

In the persuasion dimension, it has an average percentage of answers agreeing and strongly agreeing of 80.50% and when compared from the weighted score criteria, it is included in the “Very Good” value category with a scale range of (76%-100%). This is supported by statement number three which has the highest value of 84.17% with the contents of the statement “The Ramadan edition of Marjan syrup advertisement on YouTube makes me believe that Marjan products are of high quality”. The next highest statement number one is 83.33% with the statement “After watching the Ramadan edition of Marjan syrup advertisement on YouTube, I am interested in trying Marjan products”. Then the last highest statement is number five, which is 81.67% with the statement “After watching Marjan's Ramadan edition on YouTube, I am not interested in trying other syrup products”. Based on the average calculation results, the persuasion dimension has a value of 3.08 which is classified in the “Effective” category with an effectiveness interval scale range (2.51 - 3.25).

In the impact dimension, each statement item measures the impact given by advertising to consumers, this can be seen from consumer interest in the product or consumer knowledge of the product.

Table 8. Impact Dimension Answer Results

No	Item	Alternative Answer				
		STS	TS	S	SS	
1	I understand the benefits and advantages of Marjan products after watching the Ramadan edition of Marjan syrup advertisement on YouTube.	Wi	1	2	3	4
		Fi	3	23	57	37
		\sum Wifi	368			
		%	2.50%	19.17%	47.50%	30.83%
		Total	26		94	
			21.67%		78.33%	
Average		3.07				
2	Ramadan edition of Marjan syrup advertisement on YouTube is very creative compared to competitors.	Wi	1	2	3	4
		Fi	4	9	52	55
		\sum Wifi	398			
		%	3.33%	7.50%	43.33%	45.83%
		Total	13		107	
			10.83%		89.17%	
Average		3.32				
3	Ramadan edition of Marjan syrup advertisement on YouTube is more interesting than other syrup product advertisements that I have seen on YouTube.	Wi	1	2	3	4
		Fi	1	12	61	46
		\sum Wifi	392			
		%	0.83%	10.00%	50.83%	38.33%
		Total	13		107	
			10.83%		89.17%	
Average		3.27				
4	After watching the Ramadan edition of Marjan syrup advertisement on YouTube, I want to buy Marjan products.	Wi	1	2	3	4
		Fi	2	28	56	34
		\sum Wifi	362			
		%	1.67%	23.33%	46.67%	28.33%

No	Item	Alternative Answer					
		STS	TS	S	SS		
5	I still remember the Ramadan edition of Marjan syrup advertisement on YouTube even though I have watched it for a long time.	Total	30		90		
			25.00%		75.00%		
		Average	3.02				
		Wi	1	2	3	4	
		Fi	6	22	49	43	
		∑ Wifi	369				
		%	5.00%	18.33%	40.83%	35.83%	
		Total	28		92		
			23.33%		76.67%		
			Average	3.08			
Average Percentage		18.33%		81.67%			
Average Dimensions		3.15					

Dimension impact has an average percentage of answers agreeing and strongly agreeing to 81.67% and when compared from the weighted score criteria is included in the “Very Good” category with a scale range (76% - 100%). This is supported by statements number two and three which have the highest value of 89.17% with the contents of statement number two “The Ramadan edition of Marjan syrup advertisement on YouTube is very creative compared to competitors” and statement number three “ Ramadan edition of Marjan syrup advertisement on YouTube is more interesting than other syrup product advertisements that I see on YouTube”. In addition, the last statement that has the highest Average percentage is number one at 78.33% with the statement “I understand the benefits and advantages of Marjan products after watching the Ramadan edition of Marjan syrup advertisements on YouTube”. Based on the average calculation results, the impact dimension has a value of 3.15 which is classified in the “Effective” category with an effectiveness interval scale range (2.51 - 3.25).

In the communication dimension, each statement item measures the strength of the message conveyed in the advertisement whether it is clear and easy to understand, so that it is easily understood by consumers.

Table 9. Communication Dimension Answer Results

No	Item		Alternative Answer			
			STS	TS	S	SS
1	Ramadan edition of Marjan syrup advertisement on YouTube has a memorable message.	Wi	1	2	3	4
		Fi	8	28	50	34
		∑ Wifi	350			
		%	6.67%	23.33%	41.67%	28.33%
		Total	36		84	
			30.00%		70.00%	
	Average	2.92				

No	Item		Alternative Answer			
			STS	TS	S	SS
2	Message in the Ramadan edition of Marjan syrup advertisement on YouTube is easy to understand and comprehend.	Wi	1	2	3	4
		Fi	6	37	50	27
		∑ Wifi	338			
		%	5.00%	30.83%	41.67%	22.50%
		Total	43		77	
			35.83%		64.17%	
		Average	2.82			
3	Ramadan edition of Marjan syrup advertisement on YouTube clearly conveys information about the advantages of its products.	Wi	1	2	3	4
		Fi	8	29	51	32
		∑ Wifi	347			
		%	6.67%	24.17%	42.50%	26.67%
		Total	37		83	
			30.83%		69.17%	
		Average	2.89			
4	Ramadan edition of Marjan syrup advertisement on YouTube uses a creative way to convey its message.	Wi	1	2	3	4
		Fi	3	17	52	48
		∑ Wifi	385			
		%	2.50%	14.17%	43.33%	40.00%
		Total	20		100	
			16.67%		83.33%	
		Average	3.21			
5	Message conveyed in the Ramadan edition of Marjan syrup advertisement on YouTube succeeded in having a positive influence on me.	Wi	1	2	3	4
		Fi	4	14	57	45
		∑ Wifi	383			
		%	3.33%	11.67%	47.50%	37.50%
		Total	18		102	
			15.00%		85.00%	
		Average	3.19			

No	Item	Alternative Answer			
		STS	TS	S	SS
Average Percentage		26%		74%	
Average Dimensions		3.01			

Communication dimension shows the average number of percentages of answers agreeing and strongly agreeing to 74% and when compared to the weighted score of the criteria is included in the “Good” category with a scale range (51% - 75%). This is supported by statement number five which has the highest value of 85.00% with the contents of the statement “Message conveyed in the Ramadan edition of Marjan syrup advertisement on YouTube has succeeded in having a positive influence on me”. The next highest statement is number four, which is 83.33% with the statement “amadan edition of Marjan syrup advertisement on YouTube uses a creative way to convey its message”. The last highest statement is number one at 70% with the statement “Ramadan edition of Marjan syrup advertisement on YouTube has a memorable message”. Based on the results of the Average calculation, the communication dimension has a value of 3.01 which is classified in the “Effective” category with an effectiveness interval scale range (2.51 - 3.25).

d. EPIC Model Average Analysis

EPIC Rate results after knowing the average EPIC value of each dimension are as follows:

Tabel 10. EPIC Rate

<i>Empathy</i>	<i>Persuasion</i>	<i>Impact</i>	<i>Communication</i>
3,26	3,08	3,15	3,01
$EPIC\ Rate = \frac{3,26+3,08+3,15+3,01}{4} = 3,12$			

EPIC Rate or final average score on EPIC is 3.12 and seen through the effectiveness interval scale is in the scale range (2.51 - 3.25). Then Ramadan edition of Marjan syrup advertisement on YouTube using the EPIC Model approach is classified in the “Effective” category.

5. Conclusion, Implication, and Recommendation

Based on the results of data processing and analysis that has been carried out by researchers, the Ramadan edition of Marjan syrup advertisements on YouTube is categorized as “Very Good” and “Effective. This is supported by Empathy is very good and very effective as measured by attractive visuals, liking levels, and impressions in advertisements. Impact is very good and effective as measured by ad creativity, level of attractiveness of ads from competitors, and consumer knowledge. Persuasion is very good and effective as measured by the level of trust in product quality, interest in trying the product, and the level of loyalty.

Theoretical implication of this research is that the effectiveness of the Ramadan edition of Marjan syrup advertisements on YouTube can be identified with the EPIC Model theory. Future research can combine other methods to measure effectiveness such as Direct Rating Method (DRM), Consumer Decision Model (CDM), Customer Response Index (CRI), AIDA Model (Attention, Interest, Desire, Action), AISAS Model (Attention, Interest, Search, Action, Share).

While the practical implications in this study are implications related to the empathy dimension, namely clearly understanding advertisements, what can be done is to update the concept of advertisements so that they can be easily understood by creating clear and consistent messages in each advertisement, especially during the month of Ramadan. Messages that are easy to understand will increase consumer recall of the brand. In addition, creating a concept that is relevant to the conditions in which the advertisement will be aired, namely during Ramadan. Implications related to the persuasion dimension are interested in watching repeatedly, what can be done is to create advertisements that are informative and have the opportunity to be played repeatedly such as the content of making iftar menus using Marjan. Implications related to the impact dimension, namely the desire to buy products after seeing advertisements, what can be done is to build advertisements that can influence consumers to buy Marjan products, such as creating collaborative content with influencers containing review content or creating unique menus with these influencers. The implication related to the communication dimension is that the message in the advertisement is easy to understand and understand, what can be done is to balance the concept with the message in the advertisement so that the audience does not only focus on concepts such as visuals or stories in the advertisement but can understand the message in the advertisement. Things that can be done include creating messages that are relevant to the concept of advertising, messages that are short, concise, informative, and creative.

Based on the research that has been done, the researcher provides suggestions and recommendations for further research is to expand the range of research domiciles. Then increase the number of samples and expand the scope of the research. This is to measure the maximum level of advertising effectiveness because it gets a lot of respondents and a wider scope of research. Furthermore, comparing the Ramadan edition of Marjan syrup advertisements that aired on digital media with conventional media, namely YouTube with Television. The last recommendation is to use other approaches to deepen the analysis of advertising effectiveness.

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