

ABSTRAK

EFEKTIVITAS IKLAN GOYANG SHOPEE DI TELEVISI MENGUNAKAN MODEL EPIC

(Studi Pada Mahasiswi Kos Di Kelurahan Kampung Baru, Bandarlampung)

Oleh

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Iklan Goyang Shopee adalah salah satu promosi yang dibuat *platform* belanja Shopee.Id. Data dari Adensity.com menunjukkan keaktifan Shopee beriklan di televisi, dalam periode satu minggu terhitung pada tanggal 25 November sampai 1 Desember 2017, terdapat iklan Shopee sebanyak 420 kali dengan jumlah durasi 8.160 di sepuluh televisi nasional Indonesia. Penelitian ini, mengukur seberapa besar efektivitas iklan Goyang Shopee di televisi menggunakan model EPIC, dengan obyek penelitian 91 responden mahasiswi kos di kelurahan Kampung Baru Bandarlampung. Alasan pemilihan lokasi obyek penelitian berdasarkan hasil pra riset yang dilakukan penulis dari 100 responden bahwa 98% mahasiswi kos di kelurahan tersebut mengetahui iklan promosi Goyang Shopee di televisi dan hasil riset penelitian terdahulu oleh Asyifa Ayu mengenai perilaku konsumtif mahasiswi kos yang dipengaruhi oleh faktor internal dan eksternal. Hasil penelitian memperoleh angka sebesar 3,665% yang menunjukkan bahwa iklan tersebut masuk dalam rentang EPIC *Rate* efektif yaitu 3,41-4,20. Dari keempat dimensi, *communication* memperoleh hasil paling tinggi dari Model EPIC yang dikemukakan oleh AC Nielsen.

Kata Kunci: Efektivitas Iklan, Model EPIC, Shopee.Id

ABSTRACT

THE EFFECTIVENESS OF GOYANG SHOPEE ADVERTISEMENT ON TELEVISION USING EPIC MODEL

(Study at Woman Boarders Students in Kampung Baru Village, Bandarlampung)

By

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Goyang Shopee Advertisement is one of the promotions made by the shopping platform Shopee.Id. Data from Adensity.com shows Shopee's advertisement on television in one week period from November 25th to December 1st 2017, there are 420 Shopee ads with total duration of 8,160 on ten Indonesian national televisions. This research measures the effectiveness of Goyang Shopee advertisements on television using the EPIC model, with the object research of 91 respondents from woman boarders students in Kampung Baru, Bandarlampung. The reason of the chosen location of the research object is based on the results of the pre-research conducted by the authors of 100 respondents that 98% of female boarders in that village knew about the Goyang Shopee promotion advertisement on television and the results of previous research by Asyifa Ayu regarding consumptive behavior of woman boarders students who were influenced by internal and external factors . The results of the study obtained a figure of 3.665% which showed that the advertisement was included in the effective EPIC Rate range of 3.41-4.20. From the four dimensions, communication obtained the highest results from the EPIC Model proposed by AC Nielsen.

Keywords: Advertisements Effectiveness, EPIC Model, Shopee.Id