

## **ABSTRACT**

### ***EFFECTIVENESS OF ADVERTISING IN SWEAT POCARI ON TELEVISION USING EPIC MODEL (Survey on Futsal 'Raya')***

By

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*This research aims to know whether the effectiveness of pocari sweat's ads on television through EPIC METHOD which can be seen through empathy, persuasion, impact, and communication. This research used questionnaire as an instrument for 105 of respondents who are the consumers of pocari sweat at Raya's Futsal Bandar Lampung. Dimensions of Empathy (Empathy) obtained the average score of 3.71 results. This value is in the range where the dimensions of empathy scale an otherwise effective advertising. dimensions Persuasion (Persuasion) of 3.68. This value is in the range scale with dimensions of an ad declared effective persuasion. The total score of the average opinion of respondents on statements - statements that measure the dimensions of Impact (Impact) is 3.24. This value is in the range scale where an ad-dimensional effect is expressed quite effective. The total score of the average opinion of respondents on the statements that measure the dimensions of communication is 3.45. This value is in the range of communication dimensional scale where an ad is declared effective. EPICrate value of 3.52 obtained indicate that overall it can be concluded that the advertising product isotonic drink Pocari Sweat version JKT48 considered effective in promoting advertising through television.*

***Keywords: Empathy, Persuasion, Impact, Communication and EPICrate.***