

INTISARI

Penelitian ini berjudul Analisis Efektivitas Iklan Colony Coffee melalui Media Sosial Instagram Menggunakan Metode EPIC Model (Studi Kasus: Colony Coffee, Eatery & Social Space Purwokerto). Penelitian ini dilakukan untuk mengetahui tingkat efektivitas iklan Colony Coffee melalui media sosial Instagram sebagai sarana promosi digital serta mengidentifikasi dimensi EPIC Model yang paling berpengaruh. Variabel yang digunakan dalam penelitian ini dibatasi pada empat dimensi EPIC Model, yaitu *Empathy*, *Persuasion*, *Impact*, dan *Communication*. Metode penelitian yang digunakan adalah deskriptif kuantitatif dengan teknik pengumpulan data melalui kuesioner yang disebarakan kepada 100 responden pengguna Instagram yang mengikuti atau pernah melihat konten promosi akun @colonysocialspace, didukung dengan wawancara dan observasi. Data dianalisis menggunakan perhitungan rata-rata dan diklasifikasikan ke dalam rentang skala efektivitas EPIC Model. Hasil penelitian menunjukkan bahwa nilai rata-rata dimensi *Empathy* sebesar 3,95, *Persuasion* sebesar 4,04, *Impact* sebesar 3,78, dan *Communication* sebesar 4,13, yang seluruhnya berada pada kategori efektif. Nilai EPIC Rate secara keseluruhan sebesar 3,97, yang menunjukkan bahwa iklan Colony Coffee melalui Instagram dinilai efektif. Dimensi *Communication* menjadi dimensi dengan nilai tertinggi, sedangkan dimensi *Impact* memperoleh nilai terendah. Berdasarkan hasil tersebut, dapat disimpulkan bahwa Instagram efektif digunakan sebagai media promosi Colony Coffee, namun diperlukan peningkatan kreativitas dan konsistensi konten untuk memperkuat dampak dan daya ingat merek di benak konsumen.

Kata kunci: efektivitas iklan, Instagram, EPIC Model, *coffee shop*

ABSTRACT

This study is entitled Analysis of the Effectiveness of Colony Coffee Advertising through Instagram Social Media Using the EPIC Model Method (Case Study: Colony Coffee, Eatery & Social Space Purwokerto). This research aims to determine the effectiveness level of Colony Coffee advertisements on Instagram as a digital promotional medium and to identify the most influential dimensions of the EPIC Model. The research variables are limited to the four dimensions of the EPIC Model, namely Empathy, Persuasion, Impact, and Communication. This study employs a quantitative descriptive research method. Data were collected through questionnaires distributed to 100 respondents who are Instagram users and followers or viewers of promotional content from the @colonysocialspace account, supported by interviews and observations. The data were analyzed using mean value calculations and classified into the EPIC Model effectiveness scale. The results show that the average scores for each dimension are 3.95 for Empathy, 4.04 for Persuasion, 3.78 for Impact, and 4.13 for Communication, all of which fall into the effective category. The overall EPIC Rate score is 3.97, indicating that Colony Coffee advertisements on Instagram are considered effective. The Communication dimension obtained the highest score, while the Impact dimension received the lowest score. Based on these findings, it can be concluded that Instagram is an effective promotional medium for Colony Coffee; however, improvements in content creativity and consistency are needed to enhance brand Impact and memorability among consumers.

Keywords: advertising effectiveness, Instagram, EPIC Model, coffee shop