

INTISARI

Promosi La Puerto Coffee & Eatery melalui media sosial Instagram belum dilakukan secara terjadwal dan konsisten, sehingga efektivitas penyampaian pesan promosi kepada audiens belum dapat diketahui secara jelas. Oleh karena itu, penelitian ini bertujuan untuk menganalisis efektivitas promosi La Puerto Coffee & Eatery melalui media sosial Instagram @lapuerto_coffeeatery dengan menggunakan pendekatan EPIC Model yang meliputi dimensi Empathy, Persuasion, Impact, dan Communication. Metode penelitian yang digunakan adalah kuantitatif deskriptif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada 100 responden yang merupakan pengikut akun Instagram La Puerto Coffee & Eatery. Hasil penelitian menunjukkan bahwa promosi melalui Instagram tergolong efektif, ditunjukkan oleh nilai rata-rata dimensi Empathy sebesar 3,99, Persuasion sebesar 4,18, Impact sebesar 3,84, dan Communication sebesar 4,03, dengan nilai EPIC Rate keseluruhan sebesar 4,01 yang berada pada kategori efektif berdasarkan kriteria keputusan EPIC Rate. Dimensi Persuasion menjadi dimensi dengan nilai tertinggi yang mencerminkan kemampuan konten promosi dalam memengaruhi sikap dan minat audiens, Sementara dimensi Impact memperoleh nilai terendah dan perlu ditingkatkan pada aspek daya ingat merek dan keunikan konten promosi. Temuan ini menunjukkan bahwa promosi La Puerto Coffee & Eatery melalui Instagram telah mampu membangun ketertarikan audiens, menyampaikan pesan secara jelas, serta mendorong minat terhadap produk yang ditawarkan.

Kata kunci: efektivitas, EPIC Model, Instagram, promosi, media sosial.

ABSTRACT

Promotion of La Puerto Coffee & Eatery through Instagram has not been implemented in a scheduled and consistent manner, making the effectiveness of promotional message delivery to the audience unclear. Therefore, this study aims to analyze the effectiveness of La Puerto Coffee & Eatery's promotional activities on Instagram @lapuerto_coffeeatery using the EPIC Model, which consists of the dimensions of Empathy, Persuasion, Impact, and Communication. This research employs a descriptive quantitative method with data collected through questionnaires distributed to 100 respondents who are followers of La Puerto Coffee & Eatery's Instagram account. The results indicate that Instagram promotion is categorized as effective, as reflected by the average scores of Empathy (3.99), Persuasion (4.18), Impact (3.84), and Communication (4.03), with an overall EPIC Rate of 4.01, which falls into the effective category based on EPIC Rate decision criteria. Persuasion is the highest-scoring dimension, indicating the strong ability of promotional content to influence audience attitudes and intentions, while the Impact dimension receives the lowest score and requires improvement, particularly in terms of brand recall and content uniqueness. These findings demonstrate that Instagram promotion has successfully attracted audience interest, conveyed messages clearly, and encouraged interest in the products offered by La Puerto Coffee & Eatery.

Keyword: effectiveness, EPIC Model, Instagram, promotion, social media.