THE EFFECTIVENESS-COMPARISON ANALYSIS OF SHOPEE 9.9 SUPER SHOPPING DAY ADVERTISEMENT EPIC MODEL ON SOCIAL MEDIA (A CASE STUDY MANAGEMENT DEPARTMENT STUDENTS OF STEI)

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Abstract - This study aims to determine how much the effectiveness level of Shopee 9.9 super shopping day ads from each social media, namely Instagram, Facebook, and YouTube media using the EPIC model measurement method for STEI management study program students. Then further this study also aims to determine the hypothesis, namely whether there is a significant difference in the effectiveness level of shopee 9.9 super shopping day ads using the EPIC model among the three social media, namely Instagram, Facebook and YouTube.

This research uses a descriptive method. The population of this study were active students of the STEI management study program until the even semester of 2019/2020 who had Instagram, Facebook, YouTube accounts and had seen the Shopee 9.9 super shopping day ad. Sampling was conducted based on the Purpose Sampling method and data collection using the survey method, namely questionnaires distributed online via google form to prospective respondents based on criteria totaling 96 people. Furthermore, testing the hypothesis using One Way ANOVA and Kruska Wallis

The results of the research prove that (1) Shopee 9.9 super shopping day advertisement on Instagram media gets the "Effective" scale range. (2) Shopee 9.9 super shopping day advertisement on Facebook media achieves a "Moderately Effective" scale range. (3) Shopee 9.9 super shopping day advertisement on YouTube media achieves "Effective" scale range. (4) Instagram has the highest EPIC rate compared to other social media such as Facebook and YouTube. (5) Furthermore, the hypothesis states that there are differences in the effectiveness of advertisements between Instagram, Facebook, and YouTube. (6) The researcher found the fact that there are differences in the features of each social media used in serving Shopee 9.9 super shopping day ads...

Keywords : Effectiveness advertisement, Social Media, and EPIC Model

Abstrak– Penelitian ini bertujuan untuk mengetahui seberapa besar tingkat efektivitas iklan shopee 9.9 super shopping day dari masing-masing media sosial yaitu media *instagram*, media *facebook,* dan media *youtube* dengan menggunakan metode pengukuran *EPIC model* terhadap mahasiswa STEI prodi manajemen. Kemudian selanjutnya penelitian ini juga bertujuan untuk mengetahui hipotesis yaitu apakah ada perbedaan yang signifikan tingkat efektivitas iklan shopee 9.9 super shopping day yang menggunakan EPIC model diantara ketiga media sosial yaitu media *instagram*, media *facebook*, dan media *youtube*.

Penelitian ini menggunakan metode deskriptif. Populasi dari penelitian ini adalah mahasiswa aktif prodi manajemen STEI sampai dengan semester genap 2019/2020 yang memiliki akun instagram, facebook, YouTube dan pernah melihat iklan shopee 9.9 *super shopping day* tersebut. Pengambilan sampel dilakukan berdasarkan dengan metode *Purpose Sampling* dan pengumpulan data menggunakan metode survei yaitu kuesioner yang disebar

secara *online* melalui *google form* kepada calon responden berdasarkan kriteria yang berjumlah 96 orang. Selanjutnya pengujian hipotesis menggunakan *One Way* ANOVA dan *Kruska Wallis*

Hasil penelitian membuktikan bahwa (1) Iklan Shopee 9.9 super shopping day pada media Instagram memperoleh rentang skala "Efektif" . (2) Iklan Shopee 9.9 super shopping day pada media Facebook memperoleh rentang skala "Cukup Efektif". (3) Iklan Shopee 9.9 super shopping day pada media YouTube memperoleh rentang skala "Efektif". (4) *Instagram* menjadi yang tertinggi tingkat *EPIC rate* dibandingkan dengan media sosial lain seperti *facebook* dan *youtube.* (5) Selanjutnya hipotesis menyatakan bahwa tedapat perbedaan Efektivitas iklan diantara media instagram, facebook, dan YouTube. (6) Peneliti menemukan fakta bahwa terdapat perbedaan fitur masing-masing media sosial yang digunakan dalam menayangkan iklan shopee 9.9 *super shopping day*

Kata Kunci: Efektivitas Iklan, media sosial, EPIC Model

I. PRELIMINARY

The rapid development of technology accompanied by competitive competition has prompted several companies to conduct analysis on how to get their products to the attention of a wide range of consumers so that product-related information can be achieved in accordance with marketing strategies. Boone and Kurtz in Priansa (2017: 174) state that advertising refers to paid non-personal communication, which is generally targeted at a large number of potential buyers. Advertising is one of the marketing communications that still has advantages in terms of promotion, especially the ability of advertising to convey messages to consumers.

Business people use social media as a means to market products through advertisements. With so many existing social media such as Youtube, Instagram, Facebook, and Twitter, of course companies must be more careful in choosing social media so that there are no consequences for financial losses caused by the company's failure to choose social media, for that by measuring effectiveness on YouTube media Facebook, and Instagram, to find out whether each of these social media is effective and can attract consumers.

Based on the phenomena and issues described above, the researchers are interested in conducting research with the title "Comparative analysis of the effectiveness of Shopee 9.9 Ads Super Shopping Day, EPIC Model Method on Social Media (Case Study on Management Study Program Students)". Active students of management study program from 2016/2017 to even semester 2019/2020 which will be used in research. The reason management study program students are chosen because they are based on the level of productive age and on average have social media accounts. The measurement of advertising effectiveness is done by using the EPIC Model method. The EPIC Model was developed by AC Nielsen, which is one of the world's leading marketing companies, covering four critical dimensions, namely: empathy, persuasion, impact, and communication (empathy, persuation, impact, and communication).

1.1. Formulation of the problem

Based on the background description presented, the main problem in this study is
1. How much is the effectiveness of shopee 9.9 super shopping day ads as measured using the EPIC model through Instagram media.
2. How much is the effectiveness of Shopee 9.9 super shopping day ads as measured using the EPIC model through Facebook media.
3. How much is the effectiveness of shopee 9.9 super shopping day ads as measured using the EPIC model through YouTube media

4. How big is the difference in the effectiveness of Shopee 9.9 super shopping day ads on Instagram, Facebook, and YouTube.

1.2. Research purposes
From the research questions that have been obtained, the objectives of this research are as follows:
1. To find out the effectiveness level of 9.9 super shopping day ads using the EPIC Model on Instagram media.
2. To determine the effectiveness level of the 9.9 super shopping day ad, the EPIC Model is used on the Facebook media.
3. To determine the effectiveness level of 9.9 super shopping day ads using the EPIC Model on YouTube media
4. This is to find out whether there is a difference in the effectiveness of 9.9 super shopping day ads on Instagram, Facebook and YouTube

II. LITERATURE REVIEW
2.1. Advertising
Advertising is also seen as one of the most effective media in communicating products and services. The main key of advertising is that an advertisement must be able to attract potential consumers to the products or services offered (Hermawan, 2012: 72). For this reason, many companies are now increasingly creative in designing various advertising programs, by linking the advertisements displayed with various actual conditions or trends that are happening, both on a global and national scale so that they can make attention to potential consumers who can buy products or services. which is offered. Morrisan (2015: 18) states that advertising is one of the best known and most discussed forms of promotion, this is probably because of its very broad reach.

2.2. Effectiveness of Ads
An advertisement can be said to be effective if the advertisement can be digested and understood well by consumers, and contains accurate information regarding the sale of the product or service being marketed. Effectiveness refers to the extent to which the advertisement produces an effect where consumers can remember the advertising message conveyed as desired by the company so that it can provide a communication influence from an advertisement related to awareness, knowledge, and preferences for the products it sells.

2.3. Online Advertising Media
Online advertising is an advertisement that is used by business people for the media in conveying information or messages to the general public based on the internet with the aim of getting the attention of the public at large about the products being marketed. With the existence of online media, the company becomes easier to promote its products widely at an affordable cost, besides that it is easily accessible to everyone, both from cellphones and computers.

2.4. *EPIC* Model
Rangkuti (2009: 339) states that the EPIC Model is an analytical method to measure the level of effectiveness of an advertisement in terms of four critical dimensions, namely emphaty, persuasion, impact, and communication. EPIC Model was developed by one of the world's leading marketing research companies, AC Nielsen

2.5. Variable Associations
In this study, the researchers wanted to know the effectiveness of shopee 9.9 super shopping day advertisements using the EPIC Model which consists of the dimensions of

empathy, persuasion, impact and communication. So this writer only connects the medium through Facebook, Instagram and YouTube.

1. EPIC Model with Instagram media

   Nabila and Nurhayati (2019) in the title "Effectiveness of Instagram Sponsored Features as Advertising / Promotion Media (Study on Tiket.com Advertising with the EPIC Model Method)" suggests that the EPIC method is needed to help measure the level of advertising promotion on Instagram media. This can affect the EPIC dimension of promotional advertising on Instagram media. In the emphaty dimension, Instagram media affects the level of understanding and the value level of consumer needs in Tiket.com advertising. Persuasion dimension, tiket.com advertisement on Instagram media has an effect on the persuasion message conveyed so that consumers can easily convey their feelings or experiences. The impact dimension affects consumer involvement in the decision making stage.

2. EPIC Model with facebook media

   Muhammad Hilmi (2018) with the research title "The Effectiveness of Lazada Ads through Facebook" suggests that the EPIC model method helps measure the effectiveness of lazada ads on the number of promotions that are increasing because Facebook is the most frequently used media and is also one of the preferred platforms for marketers. . In addition, Facebook is also a medium for building a brand. In the empathy dimension, Facebook users will understand the contents of the information submitted by the Lazada Indonesia account. The persuasion dimension affects the changes in attitude and behavior caused by being influenced by Lazada advertisements. The impact dimension affects the impact of Lazada's promotions from the level of product knowledge.

3. EPIC Model with Youtube media

   In the research conducted by Dewi and Trianasari (2019) on the research title "The Effectiveness of YouTube Ads The Botol Sosro (PIC Model Study on YouTube ads" # HariUntukBerbagi # ") suggests that the EPIC model method affects the number of sales increases because YouTube as an effective promotional medium in provide information related to promotions carried out in Sosro Bottle Tea advertisements. In the emphaty dimension, advertisements can provide interesting information and messages so that consumers can like them. The dimension of persuasion has an effect on the memory side of the consumer's mind, which means that advertising can provide a persuasive message. The impact dimension affects consumers' knowledge about the advertised product. The communication dimension has a big influence on messages delivered to consumers.

2.6. Hypothesis Development

The hypothesis is a provisional assumption on the answer to the research that still has to be sought for truth through research and experimental tests related to the problem to be studied. Here are some hypotheses for the formulation of a problem that has been raised.

Ho: There is no difference in the level of effectiveness of advertising on Instagram, Facebook and YouTube

H1: There is a difference in the level of effectiveness of advertisements on Instagram media compared to other social media.

H2: There is a difference in the level of effectiveness of advertising on Facebook media compared to other social media.

H3: There is a difference in the level of effectiveness of advertising on youtube media compared to other social media.

2.7.   Research Conceptual Framework
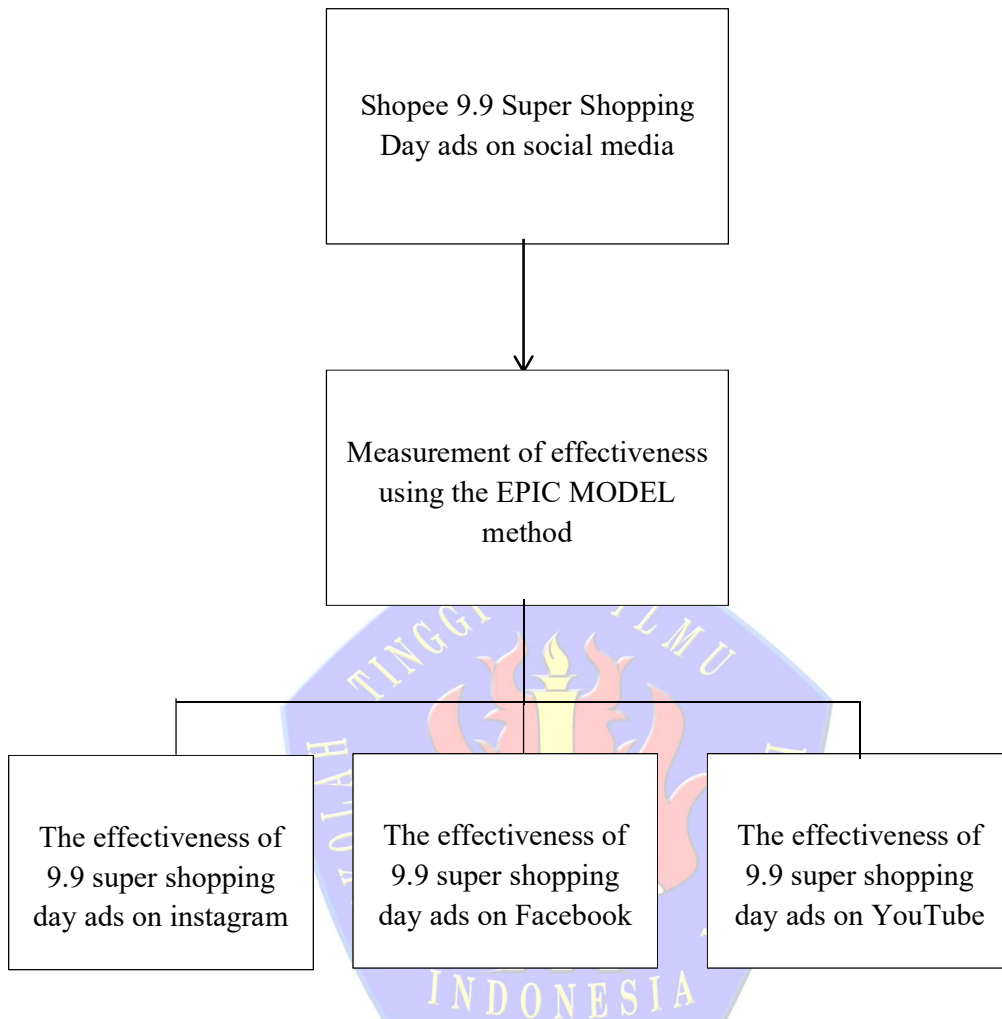
Figure 2. Research Conceptual Framework

III.   RESEARCH METHOD
3.1.   Research Strategy

This research uses a descriptive method. Descriptive research is research that tries to solve problems about phenomena that occur realistically and realistically. Rukajat (2018: 1) states that descriptive research is research that has the aim of making descriptions, descriptions of the relationships between phenomena to be investigated factually and accurately. The method used is a questionnaire method that is distributed via google form and then online to people who have seen or watched Christiano Ronaldo's version of the "Shopee 9.9 Super Shopping Day" advertisement on Instagram, Facebook and YouTube.

3.2.   Population and Sample Research

According to Fatihudin et al (2020: 98) the general population is the total number of research subjects, whether humans, symptoms, or events that are the object of observation. According to Sutopo et al (2017: 23-24) the target population is the total number of subjects

in the area, area, location according to the specified time period.The general population is all students of the Indonesian Economic High School who have seen shopee 9.9 super shopping day advertisements on media accounts online instagram, facebook and youtube. And the target population is management study program students who are in Indonesian economic colleges. The population is limited to the scope of the STEI campus due to the focus of research and to reduce the limited time, funds, and energy needed in this study.

Descriptive research generally requires a large sample, but in a study that only requires a small sample, researchers only test the hypothesis (Ferdinand, 2006: 137). Due to the large number of scattered populations, the researchers used the following formula to determine the number of samples to be selected for research. In addition, the Rao Purba formula can also be used as follows:

$$n = \frac{Z}{4(moe)^2}$$

Information :

n   = number of samples
Z   = sample determination rate with 95% confidence or 1.96
Moe   = Margin of Error, is the size limit of the sample error on the population of a study conducted.

By using a margin of error, which means a level of 10% is used for the minimum sample size, the calculation is as follows:

$$n = \frac{1,96^2}{4(0,10)^2}$$
$$n = 96.4$$

96 people who will be used to fill out several questionnaires, then for the distribution of respondents is set in the table as follows:

Table 3.1. Respondent distribution table

STEI Student S1 Management Study Program	total
Class of 2016	24 people
Class of 2017	24 people
Class of 2018	24 people
Class of 2019	24 people
Total	96 People

Source: Processed by researchers (2020)

3.3.   Data Analysis Methods

After the data is obtained from the respondent, it is analyzed so that it can provide a clear picture of a clear work system. In processing, calculating and analyzing the data obtained, the assistance of computer programs such as SPSS 25 is used to facilitate data processing. The method used in analyzing is the EPIC Model method. the reason for using the EPIC model as a measurement method is because it is to determine the level of effectiveness of an advertisement.

1. EPIC Model Analysis

The EPIC Model consists of four dimensions, namely empathy, persuasion, impact, and communication. From the answers to the questionnaire results from respondents covering these four dimensions, Simple Tabulation Analysis and Weighted Average Calculation are used. As follows:

a.   Simple Tabulation Analysis

In simple tabulation analysis, the data obtained is then processed into a percentage using the following formula:

$$p = \frac{F_i}{\sum Fi} \times 100\%$$

Where :
    P = percentage of respondents who chose certain categories
    fi = number of respondents who have a certain category
$\sum fi$ = number of respondents

b. Average Score
Each answer to the question given and which the respondent has answered is then given a weight. The way to calculate the score is to add up all the products of the value of each weight divided by the total number of frequencies.

$$x = \frac{\sum fi \cdot wi}{\sum fi}$$

Where :
x : weighted average
fi : frequency
Wi : weights

Then the range of the rating scale is used to determine the position of the respondent's response using the score of each variable.

$$Rs = \frac{R(bobot)}{M}$$

Where :
Rs : Scale range
R (weight) : Largest weight-smallest weight
M : The number of weight categories

In this study, the Likert scale susceptibility used is 1 to 5, so the range of the rating scale that is obtained is:

$$Rs = = 0.8 \frac{5-1}{5}$$

So that the decision can be seen in the table below:

Table 3.3. Likert Decision Criteria

Scale range	Decision Criteria
1.00 < x ≤ 1.80	Very Ineffective
1.80 < x ≤ 2.60	Ineffective
2.60 < x ≤ 3.40	Effective enough
3.40 < x ≤ 4.20	Effective
4.20 < x ≤ 5.00	Very effective

Source: Self-processed data (2020)

c. *EPIC Rate*
The final step is to determine the value of the EPIC Rate using the following formula:

$$EPIC\ RATE$$
$$= \frac{X\ emphaty + X\ Persuasion + X\ Impact + X\ Communication}{4}$$

The results of the EPIC Rate will determine whether Shopee's advertisements are effective or not based on the four EPIC Model dimensions according to the predetermined value vulnerability. Ads will be judged more likely which of the four dimensions, namely the variables emphaty, persuasion, impact, communication. And advertising will tend to which medium among the three media, namely Instagram, Facebook and YouTube.

2. Hypothesis Testing

The problem in this research is whether there is a difference in the effectiveness of advertisements between Instagram, Facebook, and YouTube, so to prove this, testing the hypothesis of the problem to be solved is as follows.

a. Normality test

The normality test is a test to determine a population of data, if the population data is not normally distributed, then a non-parametric test is used, namely the Kruska-wallis test. If the data from a population is normally distributed, then it uses a parametric test, namely the Kolmogorov Smirnov test. The following are the steps in testing the Kolmogorov Smirnov Test, namely:

1) Hypothesis
   Ho: The average of a data is normally distributed
   Ha: The average data is not normally distributed
2) $\alpha = 0.05$
3) Ho is rejected if the normality of the data is asymp. Sig is less than 0.05, which means that the data is not normally distributed, while for data more than 0.05, Ho is accepted and the data is normally distributed.

b. One Way ANOVA

Hypothesis testing uses the One Way ANOVA test which is a parametric test. the aim is to determine the average difference between two or more sample groups in the study. With the following hypothesis:
Ho: There is no difference in advertising effectiveness between social media Instagram, Facebook, and YouTube.
Ha: There are differences in the effectiveness of advertising between social media, Instagram, Facebook, and YouTube.
With the following steps:
1. The test statistic is the F test
2. $\alpha = 0.05$
3. Ho is accepted if the Sig value $\geq \alpha$, which means there is a difference in the effectiveness of advertising between social media, Instagram, Facebook, and YouTube. On the other hand, Ho is rejected if the value of Sig $\leq \alpha$ which means there is no difference in the effectiveness of advertising between social media, Instagram, Facebook, and YouTube.

c. Kruskal-Wallis test

The Kruskal-Wallis test is a non-parametric test that will be used if the ANOVA test is not fulfilled. The Kruskal-Wallis test was used to prove the hypothesis of a significant difference between two or more groups on the numeric scale and the ordinal scale. With the following formula:

$$H = \frac{12}{n(n+1)} \sum_{i-1}^{k} \frac{R_j^2}{n_j} - 3(n+1)$$

Where :
N = Number of rows in table
K = Number of columns
Rj = The number of ratings in the column

Then for the hypothesis as follows:
H0 = There is no difference between the three social media
Ha = differences between the three social media
The steps in the calculation are as follows:
1. Steps in determining the hypothesis
   H0 = Mean1 = Mean2 = Mean3
   Ha = at least 1 unequal mean
2. Sig. α = 0.05
3. H0 is rejected if the Sig. ≤ α = 0.05
   Ha is accepted if the value is Sig. ≥ α = 0.0

IV.   RESULTS AND DISCUSSION
4.1.   Description of Research Object
Shopee is an e-commerce company founded in 2015 by Chris Feng who is the CEO and founder of Shopee. Shopee is under the SEA Group, which is the holding company and is headquartered in Singapore. Shopee was also first known as the Costumers to Costumers (C2C) market which later changed to Business To Costumers (B2C).

Since its launch, Shopee has become one of the companies that have achieved success, where there were 80 million downloads and more than 180 million products sold in 2017. Shopee provides safe and convenient payment features for consumers and sellers. In addition, Shopee also provides security convenience in online shopping and discounts for every item purchased along with free shipping. Shopee was ranked first as the online-based shopping platform with the best choice with the highest score (based on data from managing duit.com) then followed by Tokopedia (54%) and Lazada (51%).

4.2. Respondent Profile
The number of respondents used for this study was 96 people, of which the respondents were active students up to the even semester of 2019/2020 in the management study program of the Indonesian Higher School of Economics (STEI) who have met the requirements as respondents, namely having seen Shopee 9.9 super shopping day advertisements on social media and have social media accounts which consist of Instagram, Facebook, and YouTube. Furthermore, the characteristics of respondents can be differentiated based on gender and age, namely as follows:
1. Gender

Characteristics of Respondents, amounting to 96 people, then grouped by gender in the table below:

Table 4.1. Characteristics of Respondents based on gender

No.	Gender	total	Percentage
1	Male	30 people	31.25%
2	Women	66 People	68.75%

Source: Primary data processed, 2020

Based on the table above, it shows that female respondents are more dominant than men, namely as many as 66 people with a percentage of 68.75%, while for men there are

30 people with a total percentage of 31.25%. Women dominate the number than men because women are more aware of shopee 9.9 super shopping ads than men.

2. Age

Age can be grouped by age type, which consists of several types of age which are categorized in the following table:

Table 4.2. Characteristics of Respondents by age

No.	Age	total	Percentage
1	<20 Years	28 people	29.2%
2	20-25 Years	65 people	67.7%
3	> 25 Years	3 people	3.1%

Source: Primary data processed by researchers, 2020

In Table IV.2, it is explained that respondents are more dominant at the age of 20-25 years with a number of 65 people and have a percentage of 67.7%, while respondents at the age below 20 years are 28 people with a percentage of 29.1% and above 25 year which only amounted to 3 people with a percentage of 3.1%.

Then from the results of all the dimensions of the EPIC rate on the Facebook media as a whole will be outlined in a graph which can be seen below:

Emphaty
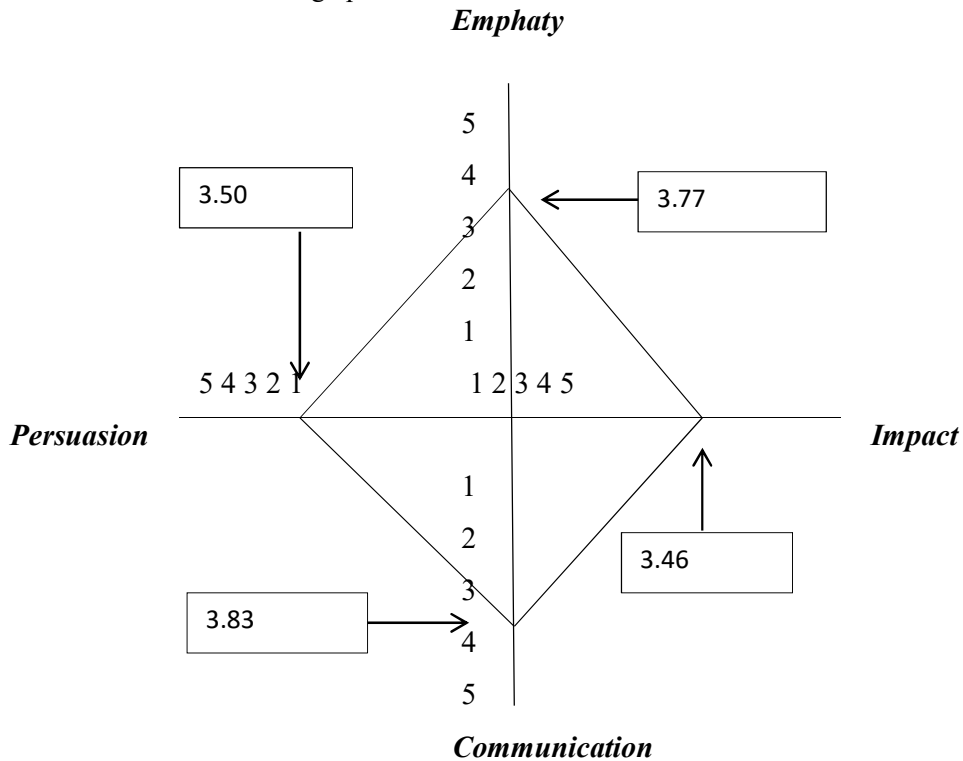
Figure 4.3. Graph of EPIC model results on YouTube media

Furthermore, the overall value of the EPIC dimensions will be calculated using the EPIC rate formula which has been described in the previous chapter with the following results:

$$EPIC\ RATE = \frac{3,77 + 3,50 + 3,46 + 3,83}{4} = 3,64$$

The EPIC rate result shows a score of 3.64, which means that 9.9 super shopping day shopee ads on YouTube media are included in the "Effective" decision criteria, which means that shopee 9.9 super shopping day ads on YouTube media are effective in terms of attractiveness to attract consumers to be able to. respond to advertisements to relate their feelings. Effective in terms of consumer interest in the product advertised on YouTube, where the ad will be effective if it attracts consumers in terms of wanting to buy the advertised product. Effective in terms of brand awareness where consumers are able to see a prominent difference between Shopee brands and others. Effective in the ability of messages conveyed and remembered by consumers on YouTube media.

From all the known EPIC model dimensions, it can be concluded that the more dominant dimension is the communication dimension where this dimension gets a score of 3.83 and is the highest of the other three dimensions which means that Instagram media is more prominent in terms of the ability of messages to be conveyed consumer memory on YouTube media.

4.3.   Hypothesis test

As explained in the previous chapter, hypothesis testing is used to find out whether there are differences between the three social media, including Instagram, Facebook, and YouTube. So to prove it must go through the following test:

1. Data Normality Test

The data normality test is a test that functions to find out whether the data is normally distributed or not. If the data is not normally distributed, then a non-parametric test is used, namely the Kruska-wallis test. If the data from a population is normally distributed, then it uses a parametric test, namely the Anova test. With a level of 5%, the data are normal if the asymptotic significance value exceeds 5%. With the following test results:

Table 4.15. Results of Analysis of Normality Test through SPSS

Tests of Normality

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistics	df	Sig.	Statistics	df	Sig.
Instagram	.078	96	.174	.978	96	.101
Facebook	.052	96	.200 *	.980	96	.149
Youtube	.080	96	.156	.969	96	.023

a. Lilliefors Significance Correction

*. This is a lower bound of the true significance.

Source: Data processed by researchers (2020)

Based on the table above, it shows that the three social media have known the sig value of each (Instagram, Facebook, Youtube), namely (0.174, 0.200, 0.156). then based on the normality test decision, it can be concluded that the data on Instagram, Facebook, and Youtube are normally distributed so that the ANOVA test can be done.

2. Homogeneity Test

Homogeneity test is used to determine whether the variant data from 2 or more distribution data is homogeneous or not. Based on the homogeneity test, the following data were obtained:

Table 4.16. Homogeneity Test Results through SPSS
Test of Homogeneity of Variances

Result

Levene Statistics	df1	df2	Sig.
2,025	2	285	.134

Source: Data processed by researchers (2020)

From the table above, it is known that the sig value is 0.134. Which means that based on the homogeneity test decision making, it can be concluded that the data is homogeneous. In addition, Ho's data was received, namely that the three social media including Instagram, Facebook, and YouTube were homogeneous.

3. ANOVA test

The ANOVA test is carried out when the data is normally distributed, besides that, based on what is obtained from the normality test it is stated that it is true that the data is normally distributed, then the ANOVA test can be done with the following results:

Table 4.17. ANOVA test results through SPSS
ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2621,257	2	1310,628	41,630	.000
Within Groups	8972,490	285	31,482		
Total	11593,747	287			

Source: Data processed by researchers (2020)

Based on the results obtained, it is found that the sig value in the ANOVA test is at a value of 0,000 where the value is less than the significance level of 0.05 (5%) which means that Ho is rejected. So based on the one way ANOVA test decision making, there are differences in the effectiveness of advertisements between the media Instagram, Facebook, and YouTube.

4.4. Research Findings

Based on the known data by distributing questionnaires to 96 respondents and the results of the analysis of hypothesis calculations using SPSS 25, the researchers found that the results of the effectiveness of shopee 9.9 super shopping day ads on Instagram media were the highest among other media because Instagram media was effective in building a brand and inherent brand image. In addition, in the hypothesis the researchers found differences in the effectiveness of Shopee 9.9 super shopping day ads on the media of Instagram, Facebook, and YouTube. In addition, the effectiveness of advertisements for each media is different because it is influenced by the interface factor for each different media feature. Instagram media has an advantage, namely a unique user interface compared to other media. instastory feature that allows users to share stories in the form of images or videos to other users. In addition, the advertising feature in Instagram media is on the story,

which when the slide shows an advertisement after seeing another user's story. The advertising features contained in Instagram media are not inherent like pop up ads or YouTube ads that are attached to the initial duration when we stream videos.

4.4.1. The Effectiveness of EPIC Model Ads on Instagram Media

In this study, it is known that Instagram is effectively used as a promotional media because it can attract the audience to respond to advertisements according to their feelings and can convey messages to the audience and then the audience will remember the messages conveyed. This is because Instagram is a medium that has easy-to-use features in placing business promotions according to audience interests.

These results are also in line with research conducted by Amira and Nurhayati (2019) and Purwanto and Umam (2017) who found that the overall results of the effectiveness of advertisements on Instagram media affect attractiveness to consumers and understand the messages conveyed. This is because the effectiveness of advertisements is the same as being affected by several features on Instagram, one of which is the sponsored Instagram feature.

4.4.2. Effectiveness of EPIC Model Ads on Facebook Media

In this study, it is known that Facebook is quite effective in being used as a promotional media because Facebook has a strong enough relationship with the reach of information and the appeal of the audience to find out about the advertised product and compare it with their feelings. This is because the ad is influenced by the Facebook feature which allows the ad to cover a wide range and the Direct response feature which encourages the audience to respond to the ad.

These results are also in line with research conducted by Bestriandita and Widodo (2017), Nur Hasanah (2015), and Pancaningrum and Rahayu (2017) who found that Facebook can influence audiences to find out about advertised products and compare their feelings. In addition, based on the observation that the features on Facebook are also the most important factor in influencing the audience to find out about the advertised products.

4.4.3. The Effectiveness of EPIC Model Ads on Youtube Media

In this study, it is known that YouTube is effectively used as a promotional media because YouTube media can influence the audience to like Shopee 9.9 super shopping day ad and illustrates that the audience sees the relationship of an ad with their feelings. The reason is because the YouTube feature has advantages that can visually trigger the audience's curiosity about the products being sold and can provide an overview of the advantages of the products being sold. These results are in line with research conducted by Putu Muthia and Nurvita (2019), Siti Fatimah and Firda Nosita (2019), Triani Narita and Ama Suyanto (2019) who found that Youtube can influence audiences to like advertisements and see the relationship of an advertisement with feelings. they.

V. CONCLUSIONS AND SUGGESTIONS
5.1. Conclusion

Based on the research results described in the previous chapter, the researcher can draw conclusions, which are as follows:

1. Shopee 9.9 super shopping day ads on Instagram media as a whole get an EPIC rate score of 3.87 with a scale range of "Effective", which means that respondents consider Instagram as an effective medium in the effectiveness of shopee 9.9 super shopping day ads. In addition, Instagram is the media with the highest EPIC rated score compared to other media such as Facebook and YouTube because Instagram is effective in building a brand and an inherent brand image.

2. Shopee 9.9 super shopping day ads on Facebook media as a whole get an EPIC rate score of 2.99 with a scale range of "Effective Enough", which means that respondents think shopee 9.9 super shopping day ads are quite effective in being advertised on Facebook.
3. Shopee 9.9 super shopping day ads on YouTube media as a whole get an EPIC rate score of 3.64 with a scale range of "Effective", which means that respondents think that Shopee 9.9 super shopping day ads are effective for advertisements on YouTube media.
4. In the hypothesis it can be concluded that Shopee 9.9 super shopping day advertisement has a significant difference in effectiveness between Instagram, Facebook, and YouTube. This difference is the basis that each media has different features.

5.2.   Suggestion

Based on the conclusions described above, suggestions related to research can be made, namely as follows:
1. This study aims to determine the effectiveness of each social media and most social media based on the media most often used with large users. In addition, researchers hope that in further research, they can use other media besides social media.
2. This research is based on the EPIC model method, in addition there are many other methods that can measure the effectiveness of other advertisements such as the AIDCA method, CDM, CRI or DRM. It is hoped that researchers who will conduct similar research using these methods to measure the level of effectiveness of an advertisement.

5.3. Research Limitations and Further Research Development

There are limitations and developments in further research that can be explained as follows:
1. The limitation in terms of the sample is that the target population is only limited to management study program students who are in the campus environment, namely STEI. Furthermore, in research development, it is expected that the population can cover all study programs in the Indonesian Economics College campus.
2. This study only involved an audience who only saw advertisements on Instagram, Facebook, and YouTube. In addition, in collecting the questionnaire, the researcher did not meet directly with respondents who matched these criteria. In further development, it is hoped that this research can meet directly with respondents who match the criteria.

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