ABSTRACT

ANASTASIA ANGELINA (08.2.402), **"ANALYSIS OF THE EFFECTIVENESS OF MOUTH ADVERTISING AND LOSS OF MOLTO ULTRA CLOTHES ONCE "ANDY AND LILY" VERSIONS USE EPIC MODEL" (Dibawah Bimbingan Ibu Catharina Clara, S.E.,M.Si.)**

Advertising is a message or information about goods or services. Advertising can be said to be effective if those ads can affect the perception and preferences of consumers stating that a product is more special than a product like that is circulating in the market, so eventually able to create consumer confidence not to choose competitor product. The purpose of this research is to analyze the effectiveness of advertising softener and deodorizer clothing Molto Ultra Sekali Bilas version "Andy dan Lily" using EPIC Model. The kind of research is a field study. Whereas, sampling techniques used are purposive sampling. In this research, respondents used amounted to 100 people consisting of 46 men and 54 women. The result analysis of the dimensions of EPIC show that advertising softener and deodorizer clothing Molto Ultra Sekali Bilas version "Andy dan Lily" have been effective. It is proven from the value of EPIC rate , starting with the dimension of Empathy amounted to 3,79, dimension of Persuasion 3,85, dimension of Impact 3,72, and dimension Communication amounted to 3,84.

Keywords : Empathy, Persuasion, Impact, Communication, Advertising Effectiveness.