

## **ABSTRACT**

*The high intensity of various ice cream commercial break on television are competing for customers attention, there is only one commercial break become the talks in community namely Magnum Gold Benichio del Torro version. Producer designing an ice cream advertising which able to create the impression of exclusive and different than other product ice cream. The topic of this research focuses on Advertising Effectiveness of Magnum Gold Ice Cream in terms of EPIC Model approaches. The techniques of collecting data are interview and questionnaire distribution to respondent. The population on this research is the students of ST. Musi University totally 100 responden. The method of sampling used was purposive sampling. The purpose of this research is to know the effectiveness of Magnum Gold Advertisement, Benichio del Torro version in terms of EPIC Model approach includes the dimension of Emphaty, Persuasion, Impact and Communication. Measuring the advertising effectiveness using the EPIC Model with technique analysis of tabulation data and score average. The result on this research are 4.165 average of Emphaty variable, 4.02 average of Persuasion variable, 4.07 average of Impact variable, and 4.09 average of communication variable. The conclusion is the most effective variable than other is Emphaty dimension.*

*Key Word : Effectiveness of Advertising, EPIC.*