

## ABSTRACT

**Maria Vega Imansari Parongko, ANALISIS MENGGUNAKAN EPIC MODEL EFEKTIFITAS IKLAN TELEVISI PADA DOWNY SOFTENER ANTI BACTERIA DENGAN MENGGUNAKAN EPIC MODEL (dibawah bimbingan Ibu Lina,S.E.,M.Si.).**

*Advertising has a strong potential to promote a product. Protector and Gambler is one of the largest American companys in the world, which has one subsidiary in Indonesia. Two years ago, P & G Indonesia issued a deodorant and fabric softener products of Downy Softener, namley Ddowny Softener Anti Bacteria and start promoting it through various advertisements on television. Researchers aimed to determine the effectiveness Ad Downy Softener. Therefore, the researchers chose EPIC MODEL as the basis to determine the effectiveness of advertising products. EPIC MODEL consists of four dimensions, namely: Empathy, Persuasion, Impact and Communication. To get maximum results, researchers tried a survey with 100 respondents. SPSS version 17 is used to determine the validity and reliability of the data collected through questionnaires. From the results of questionnaires that have been processed data, the author tries to draw the conclusion that the ads Downy Softener Anti Bacteria using Epic models under study is netral based on the dimensions of empathy, and communication impact. While effective based on the dimensions of persuasion.*

**Key words: advertising effectiveness, Downy Softener, EPIC MODEL**