

ABSTRACT

This study aims to analyze the effectiveness of television advertising Fresh Care Aromatherapy Wind Oil Version Agnes Monica using EPIC model method. The populations are the user and not the user Fresh Care Aromatherapy wind oil in the Musi School of Economics at Palembang accordance with the criteria, are 16 years old and older, ever watched a television commercial wind Aromatherapy Oil Fresh Care Version Agnes Monica and domiciled in Palembang. In this study, researchers spread as many as 100 sheets of questionnaires to Musi School of Economics students in Palembang. The reason for the use of such methods because researchers want to get the right information in a practical way. The results of this study showed that television advertising Aromatherapy Wind Oil Fresh Care Version Agnes Monica was measured by the method of EPIC model is Effective Scoring average of 3.826. While the most influential variable in the effectiveness of advertising is communication variable and low effect variable is emphaty.

Keywords: Advertising Effectiveness and EPIC Model