The Effectiveness of Facebook as an Advertising Strategic Method Using EPIC: A Case Study of Mie Jupe Jombang

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This study aims to investigate the effectiveness of advertising through social media (i.e., Facebook). Mie Jupe Jombang has applied using an analytical method called EPIC Model. The population of this study points to 5,000 people found as consumers and engaged as facebook friends of Mie Jupe Jombang. Using purposive sampling technique, 100 respondents are collected as the total sample of this study. They are scattered in Jombang regency and engaged with Mie Jupe Jombang's Facebook account as friends that apparently seems to advertise Mie Jupe Jombang. This study uses descriptive analysis method with EPIC model (Empathy, Persuasion, Impact, and Communication). The result of analysis shows that the variables of EPIC Model (Empathy, Persuasion, Impact and Communication) are found quite effective. Overall, this finding concludes that the advertising of Mie Jupe Jombang is quite effective.

Keywords: the effectiveness of advertising, empathy, persuasion, impact, communication

Introduction

Technological developments which have been increasingly advanced make advertisings get a rapid growth as well. Internet is identified as a very popular ads device with a broad extent over geographical, spatial, and time zones. An ad should bring into line with the scope, frequencies, and impacts. One of these ways is online marketing by social media "Facebook", which has various advantages. Many entrepreneurs use it for ads. Retail and e-Commerce of Southeast Asia Facebook launched a research that more than 61% of facebook users in Indonesia connected with Page feature considered as marketplace for facebook users to have online shopping (Berlianto, 2016). On Facebook, firms may manage their own advertising strategies in accordance to their planned budget allocation (Kartajaya, 2008).

Measuring the effectiveness of ads should consider the purpose of the ads. Following Durianto (2003), there are several methods to analyze the effectiveness of an ad, such as: CRI (Customer Response Index), DRM (Direct Rating Method), EPIC Model (Empathy, Persuasion, Impact, and Communication), and CDM (Consumer Decision Model). This study uses EPIC Model developed by A. C. Nielsen, one of the world's leading research companies. It contains four critical dimensions including Empathy, Persuasion, Impact, and Communication. Those dimensions then separately analyzed the effectiveness. Thus, firms can handle their blind spot on dimensions that seem ineffective. Drawing on this condition, this study aims to measure the effectiveness of ads through facebook, which used Mie Jupe Jombang, with EPIC Model.

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Literature Review

Advertising

Following Peter and Olson (2010), ad is any non-personally paid information on products, brands, companies, or stores. Ads aim to influence consumers' affection and cognition, evaluation, emotion, knowledge, meaning, trust, attitude, and image on products and brand advertised. On the other hand, Shimp and Andrews (2013) argued that advertising was a kind of paid communication mediated by definite sources and designed to influence readers to do something right now or in nearly future. Advertising is one of instruments to persuade the consumers and purchases.

Marketing in the Age Facebook

Facebook is a marketing tool unlike any the world has seen. It is different because as part of its DNA. The act of liking has far-reaching impact and a quantifiable effect of commerce (Carter, 2014). It provides useful features for both consumers and businesses. It has become an attractive platform for virtually all industries. Businesses learn quickly how to use Facebook Pages, Applications, Ads, and plug-ins, to achieve specific business goals, such as increasing brand awareness, products launching, customer service, selling products, and services (Haydon, Dunay, & Krueger, 2012). Facebook likes: 1) decrease marketing cost; 2) increase sales; 3) give you control of the customer conversation; 4) prove people are paying attention; 5) solidify customer loyalty; 6) create evangelistic customers who sell for you and defend you against critics (Carter, 2014).

The Effectiveness of Ads

Following Shimp and Andrews (2013), some criteria to make an ad considered effective are: 1) Ad is a manifestation of marketing strategy; 2) An effective ad derived from consumers' perspectives. It should be made based on consumers' predetermined value and longing, not merely based on marketers' needs; 3) Ads may find unique ways to pierce explosive advertising; 4) Effective ads do not promise something that cannot be done; and 5) Prevent creative ideas derived from unclear strategies. While according to Nielsen (2008), who makes ads work measures more effective: 1) Ads work enables you to interpret the importance of the dimensions relative to advertising objectives; 2) EPIC measures are robust and relevant. Measures are based on responses to at least three different questions, making them robust for intersurvey comparisons and more relevant to what they measure.

EPIC Model

The effectiveness of ads can be measured using EPIC Model developed by Nielsen (2008). EPIC Model consists of four dimensions including Empathy, Persuasion, Impact, and Communication. The description of those four dimensions is:

1. *Emphaty,* is a dimension informing whether or not consumers like an ad and illustrating how consumers see the linkage between an ad and their personalities (Nielsen, 2008). It provides valuable information on brand's attractiveness. It involves consumers' affection and cognition. According to Peter and Olson (2010), affection and cognition refer to two types of consumers' psychologically internal responses, on environmental stimulus and events currently taking place.

2. *Persuasion,* is an alteration of trust, attitude, and longing to behave due to the communication of promotion (Peter & Olson, 2010). It informs what an ad may give to improve and strengthen a brand's character (Nielsen, 2008).

3. *Impact,* the expected impact of an ad, is consumers' product knowledge through their involvement within products or selection processes (Nielsen, 2008). Consumers have levels of product knowledge such as: classes, kinds, brand, and model. And they have three kinds of product knowledge including: characteristics or features, consequency or positive effect of using product, and product's expected values.

4. *Communication,* provides information about consumers' capability to remember primary messages delivered, their understanding, and the power of impression from those messages (Nielsen, 2008). The perspective of cognitive processing influences the marketing strategy.

Research Method

It is a descriptive study with survey method which uses primary data collected by using questionnaires disseminated to 100 respondents. The population focuses on consumers engaged as friends with Mie Jupe Jombang's facebook account, living in Jombang, and ever seeing the ad posted. It uses descriptive analysis with EPIC model. The sample technique uses non-probability and purposive, and disseminating questionnaires conducted via online.

Operational Definition Variable

1. *Empathy* (X1): informs whether or not consumers like an ad and illustrates how consumers see a linkage between an ad and their personalities. Following Peter and Olson (2010), the indicators of this dimension are affection and cognition.

2. *Persuasion* (X2): informs whether or not an ad may turn consumers' view or trust into a desire and attitude to seek for the product advertised. Following Peter and Olson (2010), the indicators of this dimension include the change of (a) trust and (b) willingness to behave.

3. *Impact* (X3): shows that an ad may involve consumers into messages it delivers. Indicators of this dimention, following Durianto (2003), include (a) knowledge and (b) involvement.

4. *Communication* (X4): provides information about consumers' capability to remember primary message delivered, their understanding, and the impression power from the messages. Following Durianto (2003), indicators of this dimension include (a) capability to remember the message of an ad, (b) consumers' understanding on messages delivered, and (c) capability to deliver tagline.

Technique of Data Analysis

Before conducting a statistical test, the instrument's validation and reliability should be firstly tested. Result shows that the instrument is considered valid and reliable, it presents as follows.

Table 1

Result of Validation and Reliability Test

Variable	Correlation coefficient	Cronbach alpha value	Conclusion
Empathy (X1)	0.686	0.684	Valid & reliable
	0.775		Valid & reliable
	0.639		Valid & reliable
	0.761		Valid & reliable
Persuasion (X2)	0.539	0.721	Valid & reliable
	0.646		Valid & reliable
	0.709		Valid & reliable
	0.732		Valid & reliable
	0.818		Valid & reliable

(Table 1 continued)

Variable	Correlation coefficient	Cronbach alpha value	Conclusion
Impact (X3)	0.615	0.653	Valid & reliable
	0.836		Valid & reliable
	0.753		Valid & reliable
	0.605		Valid & reliable
Communication (X4)	0.517	0.694	Valid & reliable
	0.800		Valid & reliable
	0.470		Valid & reliable
	0.675		Valid & reliable
	0.613		Valid & reliable
	0.724		Valid & reliable

Source: Primary data analysis (2016).

The next step calculates the advertising level effectiveness with EPIC model, using rating scales range. It describes the position of highly ineffective (STE) to highly effective (SE), then calculates the scale range responses of respondents by using score. Below is the scale of assessment range:
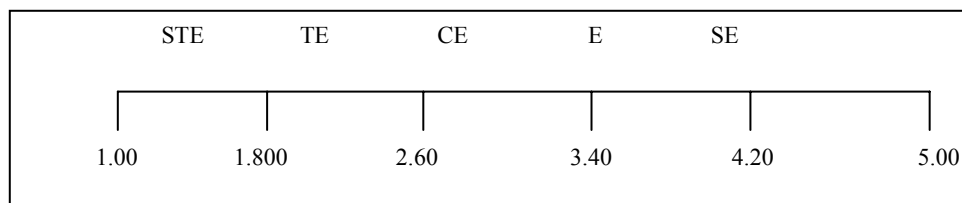

Figure 1. Likert rating scale.

Explanation:

STE = Very ineffective (in scale range between 1.00-1.80)

TE = Ineffectiv (in scale range between 1.80-2.60)

CE = Quite effective (in scale range between 2.60-3.40)

E = Effective (in scale range between 3.40-4.20)

SE = Very effective (in scale range between 4.20-5.00)

EPIC Rate

The final step is determining the EPIC value rate. It shows the product position in respondents' perceptions based on the predetermined rating scale.

$$EPIC\ Rate = (X\ Empathy + X\ Persuasion + X\ Impact + X\ Communication)/4$$

The result of *EPIC Rate* may show the position of a product's ads in respondents' perception, based on the predetermined range of rating scale.

Analysis and Discussion

Analysis

Four dimensions used in EPIC model are empathy, persuasion, impact, and communication. The total score of the four dimensions in EPIC Model can be seen in Table 2 as follows.

Table 2

EPIC Model Score on Mie Jupe Jombang's Ads

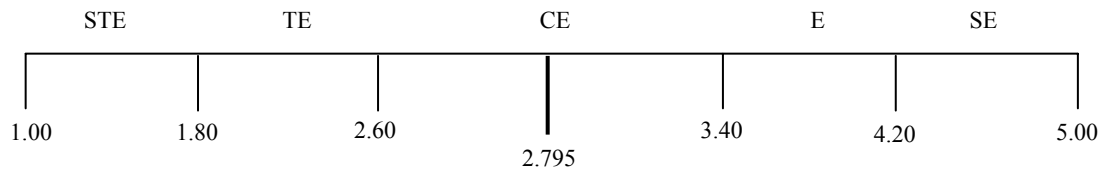| No	Dimension	Mean	Explanation
1	Empathy (X1)	2.9375	Effective enough
2	Persuation (X2)	2.746	Effective enough
3	Impact (X3)	2.69	Effective enough
4	Communication (X4)	2.805	Effective enough
Mean	2.794625	Effective enough	

Source: Primary data analysis (2016).

EPIC Rate

After revealing the result of analysis on each of these dimensions, the final step to do is calculating the score of *EPIC Rate* in order to see the effectiveness of ads on the whole. The formulation is as follows.

EPIC Rate = (X *Empathy* + X *Persuasion* + X *Impact* + X *Communication*)/4

EPIC Rate = (2.9375 + 2.746 + 2.69 + 2.805)/4 = 11.1785/4

= 2.795

The meaning score is then categorized into the range of rating scale of EPIC model.

STE	TE	CE	E	SE

1.00   1.80   2.60   2.795   3.40   4.20   5.00

Based on this finding, the final score of EPIC rate for Mie Jupe Jombang's ads is 2.795, which is considered effective enough. This shows that Mie Jupe Jombang's ad through facebook account is classified as a effective enough ad but without optimal performance yet. The four dimensions analysis of EPIC Model is graphically presented in Figure 2.
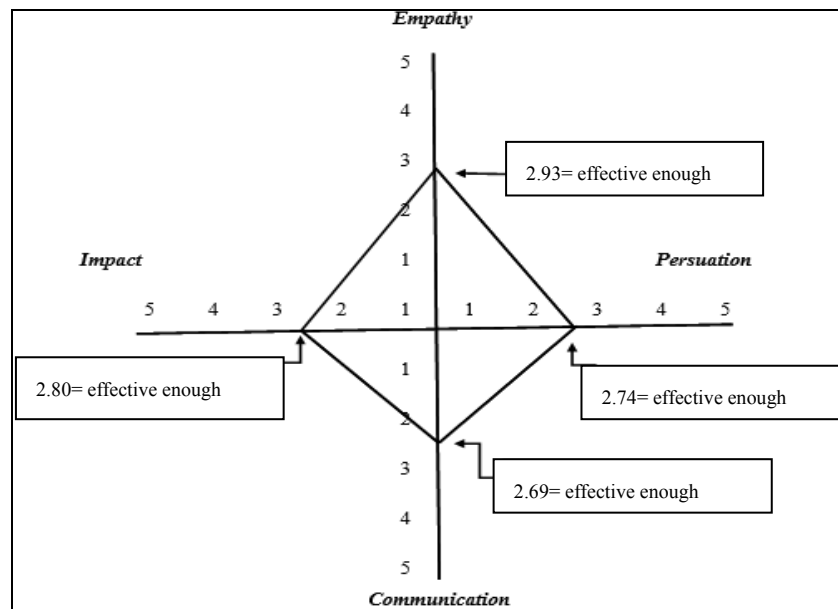

Figure 2. Graphical analysis of EPIC Model on Mie Jupe Jombang's ads.

Discussion

This study aims to investigate the effectiveness of Mie Jupe Jombang's ads through Facebook by using EPIC Model. Each dimension separately shows a effective enough result and the overall rate is classified into a effective enough category. Based on the first analysis, empathy is classified into effective enough dimension. It indicates that consumers are quite interested in Mie Jupe Jombang's ads, since the ads show valuable information about the product.

The analysis result classifies this dimension into a effective enough category. It shows that the ad is quite interesting and may influence the consumers' desire to taste the product of Mie Jupe Jombang. It also changes the consumers' views on the concept of chicken noodle in general.

The expected impact of the launched ad is the amount of product knowledge, the consumers may reach out through their involvement within product and selection processes. It shows that this dimension is considered effective enough. It indicates that the ad adequately involves the consumers to convey its product quality and provides the consumers with its product features. In fact, however, the consumers less know about the product variance offered. Consumers' few understandings on the messages ask them to come and taste the product. It is possible because Mie Jupe Jombang does not frequently mention its outlet address when it posts the ad, thus, the consumers have no idea where to go to taste it.

Overall, Mie Jupe Jombang Ad through facebook is quite effective although the performance is not optimal yet, especially in improving the consumers' product knowledge. Among the four studied variables, empathy has the highest score, while impact has the lowest score, evaluation is needed to improve the performance of subsequent ads.

This study supports the previous research by Bram (2005) about the effectiveness of ads as one of marketing strategies for PT. Rambang, a publishing and printing company, using EPIC Model, which found that the effectiveness of ads seen from the four studied variables is considered effective.

Conclusion

Overall, the analysis and discussion result of Mie Jupe Jombang's ads through Facebook of shows that each dimension on EPIC Model is considered effective enough. It indicates that the ads are effective enough to persuade consumers.

As the implication for future promotion of Mie Jupe Jombang, it suggested: 1) Empathy Dimension: Mie Jupe's party should replace promotional content that can better represent the feelings of users who see the promotion; 2) Persuasion Dimension: to increase the user's desire is by changing the sentence to be more persuasive; 3) Impact Dimensions: to increase the impact of promotional it expected to be more innovative; 4) Communication Dimensions: to avoid the saturation, the message contents should be more diverse. Sentences and pictures displayed should be able to convey the promotion purpose and easy to remember.

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