

ABSTRACT

MEASURING THE EFFECTIVENESS OF AOV(ARENA OF VALOR) ADS ON YOUTUBE WITH THE EPIC MODEL METHOD

By:
Alfian Herdjuna

Oleh
Alfian Herdjuna

The purpose of this study was to determine the effectiveness of AOV ads on Youtube, as measured by the EPIC Method. The brand under study is AOV (Arena Of Valor), which is an analog moba game from Garena Indonesia. The study was conducted by distributing questionnaires to 100 respondents of the island of Sumatra. Variables examined to measure effectiveness are empathy, persuasion, impact, and communication. From the average score of respondents' opinions on statements that measure the dimensions of empathy obtained a result of 4.03, persuasion dimension of 3.78, impact dimension of 3.93, and from the communication dimension of 3.85, so that the EPIC rate of 4.03 is obtained shows that advertising AOV products through Youtube is considered very effective.

Keywords : advertising effectiveness, social networking, EPIC method