



## ANALYSIS OF THE EFFECTIVENESS OF PB DJARUM ADVERTISING SCHOLARSHIP USING THE EPIC METHOD IN 2020

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**Abstract:** *This study aims to analyze about strategy effectivity of Empathy, Persuasion, Impact, and Communication (EPIC) PB Djarum. The used research methodology is a qualitative descriptive method with cross-section and primary data obtained from questionnaires, which is subsequently processed in the form of presentation of tables and charts. The used mechanical sampling is a purposive sampling method from data in 2020. The use of data analysis is using score calculation of EPIC method and calculation of effectivity level of it. The results of this study show that the variable Empathy score was 3.32 which is within the range of effective scale, variable Persuasion result of 3.26 is within the range of effective scale, variable Impact obtained a yield of 3.11 which is within the range of effective scale, Communication variables obtained results of 2.99 which is within the range of effective scale. These results indicate that strategy in the promotion of PB Djarum using EPIC method is effective as media promotion of PB Djarum. The overall value of empathy, persuasion, impact, communication on the EPIC rate is 3.17. It means the EPIC method is effective in promoting the films that will be shown at PB Djarum and can be used as one of the marketing tools.*

**Keywords:** *Empathy, Persuasion, Impact, Communication, PB Djarum.*

### INTRODUCTION

One of the most popular sports besides football, namely badminton, badminton has produced many badminton athletes who have achievements at the national and international levels. Many of these athletes have been produced through coaching carried out by badminton clubs, one of which is quite well known in Indonesia is the PB Djarum club which comes from the City of Kudus, Central Java. PB Djarum club is well known throughout Indonesia because they have produced outstanding athletes, namely Trikus Haryanto and Minardi Timur (silver Olympics Sydney 2000), Maria Kristin Yulianti (bronze 2008 Beijing Olympics), Tantowi Ahmad and Liliyana Natsir (gold for the 2016 Rio de Janeiro Olympics) and many more. PB Djarum has a long-established coaching program, namely through the search for athletes who will be nurtured and forged through the PB Djarum club. A well-known program is the Djarum Audition which is held annually in

various cities in Indonesia. In attracting young people to excel in the sport of badminton, PB Djarum club promotes its Audition program through various social media that are currently developing. Between Youtube, Instagram, The number of social media users in Indonesia is 150 million with the following percentage of users Youtube 88%, Facebook 81%, Instagram 80%, Twitter 52% (Katadata 2019). Based on this, promotion using social media can be the main alternative for disseminating PB Djarum information to the wider community. Social media is a means of advertising for PB Djarum.

According to (Kotler, Philip, and Armstrong 2012: 454) advertising is any form of non-personal presentation and promotion of ideas, goods, or services by a certain sponsor that requires payment. Social media is media that consists of three parts, namely: Information infrastructure and tools used to produce and distribute media content, Media content can be personal messages, news, ideas, and cultural products in digital form. and consuming media content in digital form are individuals, organizations, and industries (PN Howard and MR Parks 2012). Advertising can take a variety of ways so that people will be interested in. All are competing so that their advertising activities can be accepted by the public at large. Among them, if we do advertising through YouTube, it means that we pay a fee for YouTube AdSense. If through Instagram we can use paid to promote to Instagram users who have a large following so that it has a big impact on the products we advertise. Similar to Instagram, Facebook, and Twitter users also use the same method to promote their ads.

There are several ways to measure how effective an ad is, namely through the method of Measuring Conversions from Cost per Segment, Measuring ROAS / ROI, Measuring Results per Device and the EPIC Model. One method that is often used in measuring the effectiveness of an advertisement is the EPIC model method. The EPIC model method developed by AC Nielsen, one of the world's leading marketing research companies, covers four critical dimensions, namely empathy, persuasion, impact, and communication (Empathy, Persuasion, Impact and Communications- EPIC).

### **Formulation of the problem**

Based on the problem formulation above, the objectives of this study are as follows:

1. What is the level of effectiveness of Empathy in Social Media-based Advertising as a Media for Promoting PB auditions Djarum?
2. What is the level of effectiveness of Persuasion in Social Media-based Advertising as a Media for Promoting PB auditions Djarum?
3. What is the level of effectiveness of Impact in Social Media-based Advertising as a Media for Promoting PB auditions Djarum?
4. What is the level of effectiveness of Communication in Social Media-based Advertising as a Media for Promoting PB auditions Djarum?

## **LITERATURE REVIEW**

### **a. Marketing Management**

In their book Kotler and Keller (2010: 5), it is explained that the essence of marketing (marketing) is to identify and meet human and social needs. One good and short definition of marketing are "making ends meet profitably". Marketing management occurs when at least one party to a potential exchange thinks about ways to achieve the other party's desired response. Because we view marketing management as the art and

science of selecting target markets and reaching, retaining, and growing customers by creating, delivering, and communicating superior customer value.

**b. Creative Economy**

Creative Economy is a manifestation of efforts to seek sustainable development through creativity, in which sustainable development is an economic climate that is competitive and has reserves of renewable resources. In other words, the creative economy is a manifestation of the spirit of survival which is very important for developed countries and also offers equal opportunities for developing countries. The big message offered by the creative economy is the use of resource reserves that are not only renewable but even unlimited, namely ideas, talents, and creativity.

**c. Definition of EPIC Promotion**

Promotion, one of the basic elements of the marketing mix, is communication that ensures understanding between a company and the public to generate profitable buying actions and achieve lasting trust in the company and the goods or services it provides. Because promotion can influence or be influenced by other marketing mix variables edited by Warren

J. Keegan (1969: 56-62) in the book Ball et al (2011: 282).

**d. Understanding Empathy**

Empathy is a mental state that makes a person identify himself in a state of feeling or thinking that is the same as other people or groups (KBBI, 1988: 228).

**e. Definition of Persuasion**

The persuasion dimension informs what an advertisement can provide to enhance or strengthen the character of a brand so that advertisements gain an understanding of the impact of advertisements on consumers' desire to buy set to get an idea of the ability of an advertisement to develop the appeal of a brand (Durianto et al. Amira and Nurhayati 2019).

**f. Definition of Impact**

The impact dimension shows whether a brand can stand out from other brands in similar categories and whether an advertisement can engage consumers in the message conveyed. The desired impact of advertising results is the amount of product knowledge achieved by consumers through the level of involvement (involvement) of consumers with the product and knowing the selection process (Durianto et al, 2003 cit. Amira and Nurhayati 2019).

**g. Definition of Communication**

The communication dimension provides information about the consumer's ability to remember the main message conveyed, consumer understanding, and the strength of the impression left by the message (Durianto et al, 2003 cit. Amira and Nurhayati 2019).

## **RESEARCH METHOD**

In this research, the type of research used is a qualitative approach with descriptive

methods. According to Sugiyono (2013), descriptive research is intended to be able to reveal or obtain information from research data in a comprehensive and in-depth manner.

According to Sugiyono (2013: 80), the sample is part of the number and characteristics of the population. In making a sampling in this study using purposive sampling technique, which is included in the nonprobability sampling technique.

In simple terms, it can be said that the sample is a part of the selected population and represents that population. In determining the sample size, various statistical formulas can be used, so that the sample taken from the population meets the requirements of an acceptable level of confidence and a possible tolerable level of sample error. (Muri Yusuf, 2014: 150)

## FINDINGS AND DISCUSSION

### a. Validity Test

**Table 1 Empathy Validity Test**

Validity test			
Empathy			
	Q1	Q2	Q3
r count	0.6705	0.7471	0.5771
r table	0.1793	0.1793	0.1793
r hit > r table	Valid	Valid	Valid

Source: Data compiled by the author, 2020

The results of calculating the validity of 4 (four) statement items for the Empathy variable appear to have a calculated r-value greater than r table so that the 4 statement items from the Empathy variable are declared valid.

**Table 2. Validity Test of Persuasion**

Validity test			
Persuasion			
	Q1	Q2	Q3
r count	0.6323	0.7441	0.7948
r table	0.1793	0.1793	0.1793
r hit > r table	Valid	Valid	Valid

Source: Data compiled by the author, 2020

The results of calculating the validity of 4 (four) statement items for the Persuasion variable appear to have a calculated r-value greater than r table so that the 4 statement items from the Persuasion variable are declared valid.

**Table 3. Impact Validity Test**

Validity test			
Impact			
	Q1	Q2	Q3
r count	0.7663	0.6837	0.7727
r table	0.1793	0.1793	0.1793
r hit > r table	Valid	Valid	Valid

Source: Data compiled by the author, 2020

The results of calculating the validity of 4 (four) statement items for the Impact variable appear to have a calculated r-value greater than r table so that the 4 statement items from the Impact variable are declared valid.

**Table 4. Test Validity Communication**

Validity test			
Impact			
	Q1	Q2	Q3
r count	0.7663	0.6837	0.7727
r table	0.1793	0.1793	0.1793
r hit > r table	Valid	Valid	Valid

Source: Data compiled by the author, 2020

The results of calculating the validity of 4 (four) statement items for the Communication variable appear to have a calculated r-value greater than r table so that the 4 statement items from the Communication variable are declared valid.

## b. Reliability Test

**Table 5. Reliability Test**

Reliability Test			
	r count	Alpha Cronbach	
Empathy	0.6784	> 0.60 - 0.80	Reliable
Persuasion	0.6784	> 0.60 - 0.80	Reliable
Impact	0.6784	> 0.60 - 0.80	Reliable
Communication	0.6784	> 0.60 - 0.80	Reliable

Source: Data compiled by the author, 2020

The results of the calculation of the reliability of the 4 (four) instruments contained in the variables: Empathy, Persuasion, Impact, and Communication appear to have a value of r

count greater than r table so that the 4 instruments contained in the variables: Empathy, Persuasion, Impact, and Communication in the proposed questionnaire were declared Reliable.

### c. Effectiveness in the Promotion of PB Scholarships. Djarum

#### 1. Simple Tabulation Analysis of Empathy Variables

**Table 6. Simple Empathy Tabulation Analysis**

Attribute	Weight	Number of Respondents		
		E1	E2	E3
Strongly Disagree	1	1	0	0
Disagree	2	4	2	0
Agree	3	76	71	68
Strongly agree	4	31	39	44
Total		112	112	112

Source: Eviews 7, 2020 data processing results

Where based on the results of calculations in table 6 above, it shows that the respondent's response to the biggest Empathy variable lies in the column (strongly agree) with an amount of 114. This may imply that the Djarum Audition Participant target likes the Djarum Scholarship thus proving that the Djarum Scholarship is liked by all participants.

#### 2. Empathy Average Score

**Table 7. Calculation Results of the Total Average Score for the Empathy Variable**

E1	3.22
E2	3.33
E3	3.39
amount	9.95
3.32	

Source: Data compiled by the author, 2020

From the total average score of respondents' opinions on the questions that measure the Empathy variable, the result is 3.32. This value is on a scale where the Empathy variable is declared very effective. This means that participants like the Djarum foundation scholarship.

#### 3. Simple Tabulation Analysis of Persuasion Variables

**Table 8. Simple Tabulation Analysis of Persuasion**

Attribute	Weight	Number of Respondents		
		P1	P2	P3
Strongly Disagree	1	1	1	1
Disagree	2	3	10	11
Agree	3	64	64	63
Strongly agree	4	44	37	37
Total		112	112	112

Source: Eviews 7, 2020 data processing results

Where based on the calculation results in table 4.8 above, it shows that the respondent's response to the largest Persuasion variable lies in the column (strongly agree) with a total of 97. This means that the Djarum Audition Participant target likes the Djarum Scholarship, thus proving that the Djarum Scholarship is widely liked by all. participants.

#### 4. Persuasion Average Score

Table 9. Calculation Results of the Total Average Score of Persuasion Variables

P1	3.35
P2	3.22
P3	3.21
Amount	9.79
3.26	

Source: Data compiled by the author, 2020

From the total average score of respondents' opinions on questions that measure the Persuasion variable, the result is 3.26. This value is on a scale where the Persuasion variable is declared very effective. This means that participants like the Djarum foundation scholarship.

#### 5. Simple Tabulation Analysis of Impact Variables

Table 10 Simple Impact Analysis Tabulation

Attribute	Weight	Number of Respondents		
		I1	I2	I3

Strongly Disagree	1	4	2	4
Disagree	2	31	5	4
Agree	3	50	68	71
Strongly agree	4	27	37	33
Total		112	112	112

Source: Eviews 7, 2020 data processing results

Where based on the calculation results in table 10 above, it shows that the respondent's response to the biggest Impact variable lies in the column (strongly agree) with an amount of 118. This means that the Djarum Audition Participant target likes the Djarum Scholarship, thus proving that the Djarum Scholarship is liked by all participants.

## 6. Impact Average Score

Table 11. Calculation Results of the Total Average Score of Impact Variables

I1	2.89
I2	3.25
I3	3.19
amount	9.33
3.11	

Source: Data compiled by the author, 2020

From the total average score of respondents' opinions on questions that measure the Impact variable, the result is 3.11. This value is on a scale where the Impact variable is declared very effective. This means that participants like the Djarum foundation scholarship.

## 7. Simple Tabulation Analysis of Communication Variable

Table 12 Analysis of Simple Communication Tabulations

Attribute	Weight	Number of Respondents		
		C1	C2	C3
Strongly Disagree	1	0	1	3
Disagree	2	19	22	14
Agree	3	76	71	70
Strongly agree	4	17	18	25



Total	112	112	112
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Source: Eviews 7, 2020 data processing results

Where based on the calculation results in table 12 above, it shows that the respondent's response to the biggest Communication variable lies in the column (strongly agree) with a total of 60. This means that the Djarum Audition Participant target likes the Djarum Scholarship, thus proving that the Djarum Scholarship is widely liked by all participants.

## 8. Communication Average Score

Table 13 Calculation Results of the Total Average Score for Communication Variables

C1	2.98
C2	2.95
C3	3.04
amount	8.97
2.99	

Source: Data compiled by the author, 2020

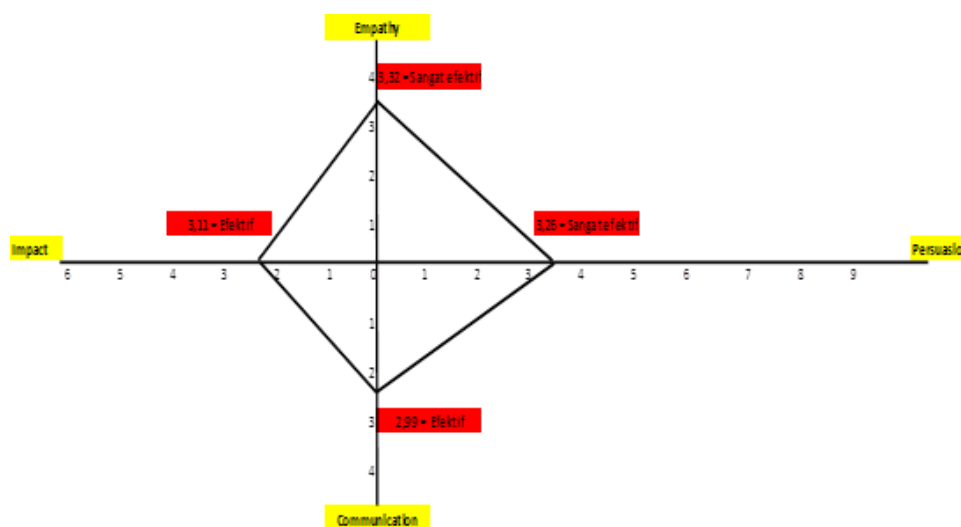
From the total average score of respondents' opinions on questions that measure the Communication variable, the result is 2.99. This value is on a scale where the Communication variable is declared very effective. This means that participants like the Djarum foundation scholarship.

### d. The Effectiveness of Empathy, Persuasion, Impact, and Communication Strategies In PB Scholarship Promotion. Djarum

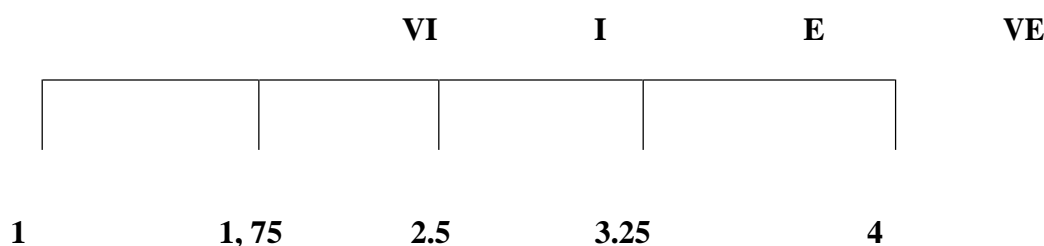
$EPIC\ rate = XEmpathy + XPersuasion + XImpact + XCommunication\ 4$

$$EPIC\ Rate = \frac{12.68}{4}$$

$$EPIC\ Rate = 3.17$$



Source: Author compiled, 2020  
 Figure 1 Visual Display of the Four Variables



Source: Author compiled, 2020  
 Figure 2 Results of the EPIC rate scale

From the results of the above calculations, the result of 3.17 is on the effective scale range, which means that the Djarum Scholarship Advertisement received a very good and positive response from the community. All aspects of the EPIC variable were very effective in promoting the Djarum Scholarship Advertisement. In more detail, these very effective results reflect the following aspects:

- a. From the aspect of the Empathy variable, it shows that the participants like the Djarum Scholarship Advertisement.
- b. The result of the Persuasion variable shows that the promotion carried out by Djarum Foundation has succeeded in attracting the attention of the participants, thus encouraging the participants' interest and desire to participate in the Djarum Scholarship.
- c. Apart from that, the Impact variable is not only in terms of promotional advertising for Djarum Foundation which has a positive impact but also makes participants choose the Djarum Scholarship compared to other auditions.
- d. From the Communication variable, it can be interpreted that the Djarum Scholarship Advertisement has a strong enough message for participants who take part in the Djarum Audition. This means that the promotion of Djarum Ads can communicate its message well so that it can be accepted by participants so that it has the potential to re-participate

in the Djarum Scholarship.

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

Based on the calculation of multiple linear regression analysis, the following conclusions can be obtained:

- a. Based on the results of my research on the effectiveness of Empathy in promotions conducted by the Djarum Foundation, the results are that the average calculation of the Empathy variable using the EPIC Rate formula is 3.32. This shows the indicators of the Empathy variable are effective in promoting the Djarum Audition on TV and the ranks of Social Media so that the results of this study can illustrate that the Djarum Audition succeeded in attracting the attention of audition participants. This condition is because participants are interested in the Djarum Audition Scholarship which always offers high attractiveness which makes participants prefer Djarum Audition over other auditions. The result obtained is 3.32 concerning the EPIC Rate scale, it can be said that the Empathy variable is effective in promoting the Djarum Scholarship Audition in Indonesia.
- b. Based on the results of my research on the effectiveness of persuasion in promotions conducted by the Djarum Foundation, the results show that the average calculation of the Persuasion variable using the EPIC Rate formula is 3.26. This shows the indicators of the Persuasion variable are effective in promoting the Djarum Scholarship Audition. Where the results of this study can illustrate that the Djarum Audition in Indonesia succeeded in attracting the attention of participants through advertisements that were displayed according to the audience's emotions, so that consumers were interested in the Djarum Audition, therefore making participants prefer the Djarum Audition over the Liannya Audition. The result obtained is 3.26 concerning the EPIC Rate scale, it can be said that the Persuasion variable is effective in promoting the Djarum Audition Scholarship in Indonesia.
- c. Based on the results of my research on the effectiveness of Impact in the promotion carried out by the Djarum Audition Scholarship in Indonesia, the results were obtained where the average calculation of the impact variable using the EPIC Rate formula was 3.11. This shows the impact variable indicators are effective in promoting the Djarum Scholarship Audition. Where the results of this study can illustrate that the Djarum Scholarship Audition in Indonesia has good facilities so that participants feel comfortable during training, besides that Djarum has the best quality of the field and dormitories because it uses the best technology and Djarum already has a gym to pamper participants in do the exercises and so they succeed in attracting the participants' attention as if the participants feel fulfilled in terms of the facilities. This condition is because participants like the Djarum Scholarship so that it makes participants prefer the Djarum Scholarship Audition over other Auditions. The results obtained are 3,
- d. Based on the results of my research on the effectiveness of communication in the promotion carried out by the Djarum Scholarship in Indonesia, the results are that the average calculation of the Communication variable using the EPIC Rate formula is 2.99.

This shows the indicators of the Communication variable are effective in promoting the Djarum Scholarship. Where the results of this study can illustrate that the Djarum Scholarship in Indonesia has succeeded in attracting the attention of participants through promotions carried out in newspapers, magazines, radio, social media, and its official website, pbdjarum.org. Besides, Djarum Audition provides online services where consumers can register without having to come to their place directly. The Djarum Audition Scholarship also conducts training with Indonesian badminton athletes. This condition shows that the participants are impressed when they are together with the senior athlete. This is because

participants like the Djarum Audition Scholarship because it has a high appeal so that it makes participants prefer the Djarum Scholarship Audition to other auditions. The result obtained is 2.99 concerning the EPIC Rate scale, it can be said that the communication variable is effective in promoting the Djarum Scholarship Audition in Indonesia.

### Suggestion

Based on these conclusions, several suggestions can be made. The suggestions are given as follows:

- e. This study illustrates that the strategy of Empathy, Persuasion, Impact, and Communication in the development of the Djarum Scholarship Audition in Indonesia can add insight and knowledge because with the EPIC method this model can show the value of the variables studied so that the EPIC strategy can be identified as effective in promoting audition. Djarum Scholarship.
- f. For Djarum Foundation, this research provides an overview that the strategy of Empathy, Persuasion, Impact, and Communication in development has been successful and needs to be continuously developed so that it is more innovative and creative in promotion so that the Djarum Foundation can compete with other auditions and dominate the community as a talent search arena.
- g. For further researchers, the results obtained in this study are expected to be a reference for further research to be developed regarding EPIC strategies in business development.

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