

ABSTRACT

Television is the most preference media to introduce products to the society . Likewise PT Mayora Indah Tbk to introduce Vitazone isotonic drinks. The next Question is how to design an effective advertisement which make. Vitazone become top of mind in isotonic drinks products.

This study analyze effectiveness of Vitazone isotonic beverage's television advertising with the EPIC model (Empathy, Persuasion, Impac, and Communications) and effectiveness of the promotion has been done with DRM (Direct Rating Method) .This Study involve 100 respondents from Diponegoro University, with a random sample method.

The results show that the advertising of isotonic drinks Vitazone -measured by the EPIC model-considered ineffective by EPIC acquisition rate of 1.59, With empathy dimensions by 1.82 (quite effectively), persuasion dimensions of 1.45 (not effective), dimensions 1.37 impact (not effective), and the communication dimension of 1.73 (quite effectively). While measured by DRM (Direct Rating Method with five factors: attention, comprehension, cognitive, affective, and attitudes, its gained 33.28 include in the not good category of advertising (promotion). Thus PT Mayora Indah Tbk need to update and improve the quality Vitazone isotonic beverage ads, especially in terms of persuasion and the impact of Vitazone advertisment.

Keywords : empathy , persuasion , impact , communication (EPIC) , and the DRM (Direct Rating Method) .

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