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Promotion Effectiveness Using EPIC Model

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Abstract : Competition between universities and the amount of expenditure funds that require the college to know the effectiveness of promotional activities that have been done. This study aims to determine the effectiveness of promoting the introduction of campus "Go to School" using EPIC model Universitas Kanjuruhan Malang. Sampling technique using simple random sampling. Respondents in this study are undergraduate students Faculty of Science and Technology Universitas Kanjuruhan Malang active until 2015/2016 academic year as many as 97 students. This research uses EPIC Model analysis method. The results showed that the dimension of empathy is effective, the dimension of persuasion is quite effective. Dimensional impact is quite effective as for the dimensions of communication is quite effective

Keywords :

Effectiveness, Promotion, EPIC Model.

Introduction

The era of technology and market competition is marked by the increasing flow of information that causes ease for the community so that many community factors are considered by the community in choosing a college. Currently every university is required to improve competitiveness. One such effort is how universities can manage and convey information to the community through promotional activities, (Hasanah, Nugroho, & Nugroho, 2015).

Promotional activities to attract new students to private universities are important. Every year private colleges are always working to increase the number of new students, because the acquisition of the number of new students reflects the level of survival of the private college. This is because private university funding sources still depend on the number of students each year. (Ferreira & Hill, 2007).

For public promotion is a means of providing information about the benefits, facilities, costs, and other attributes related to output. However, promotion is often considered an activity that requires large expenditures that do not have a satisfactory impact. This is because the promotion is not able to attract public attention so that the target audience does not understand the message delivered. This tendency occurs almost in all the audience including prospective students. (Dharmawansyah, Cangara, & Sultan, 2014).

One form of marketing communication is promotion that is an organization's efforts to encourage awareness, interest of the audience to achieve a purchase. The basic instrument used to achieve the communication objectives of a company or organization is an effective promotion strategy with reference to the promotion mix, (Dharmawansyah et al., 2014). Implementation of the strategy should be evaluated periodically, this is because the implementation of the strategy,

especially promotion requires a large cost. so it is important for organizations to measure the effectiveness of promotional strategies that have been done.

One method to measure the effectiveness of a promotional strategy is to use the EPIC Model. EPIC Model developed by AC Nielsen which consists of four dimensions of empathy, persuasion, impact and communication, (Nasution & Suyanto, 2016). According to Susilawati (2016) Empathy is a mental state that allows a person to identify himself or feel himself in the same state of feeling or circumstance with other people or groups. Further explained that the empathy dimension describes the positive or negative state of a promotional activity.

Persuasion is a change in beliefs, attitudes and desires that are caused by promotional communication and something that can attract someone to do a certain thing. The dimension of persuasion informs what a promotion can provide for the enhancement or strengthening of a brand's character, so that marketers can gain an understanding of the impact of promotion on consumers' desire to buy a product offered, (Susilawati, 2016).

The impact dimension shows how far the product looks different from other products this is as a result of the ability of a promotion able to deliver the message delivered. Bestriandita and Widodo (2017) explained that the impact dimension consists of two indicators, namely, the level of product knowledge (level of product knowledge) consumers know about the product and the level of creativity of a product ad compared to similar product ads. The dimensions of Communication Dimension focus on the understanding of the audience and the strength of the impression left behind from the information provided on the promotion, (Nasution & Suyanto, 2016).

The purpose of using EPIC Model to know the role of each dimension of empathy, persuasion, impact, and communication in knowing the effectiveness of promotion so that obtained information dimensions that have weakness in achieving the goal, then compiled a new strategy to fix the weakness, (Rahayu, 2012)

Method

The purpose of this research is to know the effectiveness of promotion of "Go To School" which has been done by Promotion Team of Universitas Kanjuruhan Malang. The type of research is survey research with data collection method using questionnaire, consisting of three parts, namely: demographic profile of respondents, brand awareness, and respondent's statements about EPIC dimensions, which include empathy dimension, persuasion dimension, impact dimension, and dimensional communication with Likert scale 1-7. The sampling technique uses simple random sampling. The population of this research are undergraduate students of Faculty of Science and Technology Universitas Kanjuruhan Malang. The number of samples selected as many as 97 respondents.

Result and Discussion

EPIC Model Analysis Results

Impact Dimension

Impact dimension is used to determine the level of creativity and knowledge of the audience on the promotion of the version of "Go To School" than any other promotion.

In this research the impact dimension is represented by 2 statements as follows:

1. You agree that you really know about the Faculty of Science and Technology of Universitas Kanjuruhan Malang
2. You agree that Campus Campaign version "Go To School" is more creative than other promotions.

Table 1. shows the results of data acquisition from the survey of 97 respondents about the 2 dimensional impact statement.

Table 1. Respondents response to the impact dimension

Antribut	Weight	Number of Respondents	
		Impact 1	Impact 2
Very strongly disagree	1	4	5
Strongly disagree	2	5	5
Disagree	3	38	45
Quite agree	4	32	20
Agree	5	15	15
Strongly agree	6	2	3
Very strongly agree	7	1	4
Total		97	97

Source : Primary data, 2016

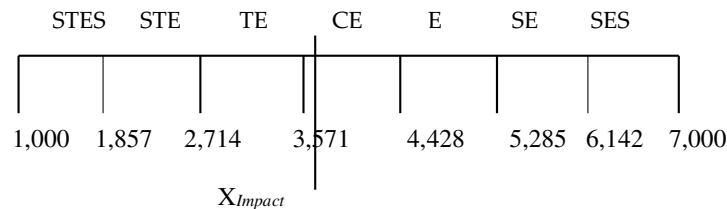
Based on the data obtained, then the calculation of the average value to determine the effectiveness of the impact dimension.

The average value of Impact dimensions is as follows:

$$\bar{x}_{(1)} = \frac{(1 \times 4) + (2 \times 5) + (3 \times 38) + (4 \times 32) + (5 \times 15) + (6 \times 2) + (7 \times 1)}{97} = \frac{350}{97} = 3,608$$

$$\bar{x}_{(2)} = \frac{(1 \times 5) + (2 \times 5) + (3 \times 45) + (4 \times 20) + (5 \times 15) + (6 \times 3) + (7 \times 4)}{97} = \frac{351}{97} = 3,618$$

$$x_{impact} = \frac{3,608 + 3,618}{2} = \frac{7,226}{2} = 3,613$$



The impact dimension of "Go To School" university promotion is included in a fairly effective scale range (3.613). This means that the audiences adequately understand the product knowledge of the Faculty of Science and Technology Universitas Kanjuruhan Malang and audiences assume that the promotion of campus version of "Go to School" is quite creative when compared to other promotions.

Communication Dimensions

The dimensions of communication provide information about the ability of the community in remembering the main message conveyed, the understanding of the community, as well as the strength of the impression that the message left behind.

For this study the communication dimension is represented by 3 statements as follows:

1. You agree that campus promotion of "go to school" version is clearer than other promotion

2. You agree that the campus promotion of the "go to school" version is able to communicate the message delivered,
3. You agree that you understand the message delivered in the campus promotion of the "go to school" version

Table 2. shows the results of data acquisition from the survey of 97 respondents about the 3 statements of communication dimensions.

Table 2. Respondents Response to the Communication Dimension

Attribut	Weight	Number of Respondents		
		Impact 1	Impact 2	Impact 3
Very strongly disagree	1	6	4	2
Strongly disagree	2	4	4	3
Disagree	3	41	29	22
quite agree	4	30	39	26
Agree	5	8	14	35
Strongly agree	6	6	5	5
Very strongly agree	7	2	2	2
Total		97	97	97

Source : Primary data, 2016

Based on the data obtained, then the calculation of the average value to determine the effectiveness of the communication dimension.

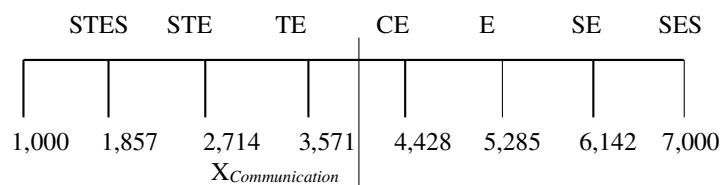
The average value of communication dimensions is as follows:

$$\bar{x}_{(c1)} = \frac{(1 \times 6) + (2 \times 4) + (3 \times 41) + (4 \times 30) + (5 \times 8) + (6 \times 6) + (7 \times 2)}{97} = \frac{347}{97} = 3,577$$

$$\bar{x}_{(c2)} = \frac{(1 \times 4) + (2 \times 4) + (3 \times 29) + (4 \times 39) + (5 \times 14) + (6 \times 5) + (7 \times 2)}{97} = \frac{369}{97} = 3,804$$

$$\bar{x}_{(c3)} = \frac{(1 \times 2) + (2 \times 4) + (3 \times 22) + (4 \times 26) + (5 \times 36) + (6 \times 5) + (7 \times 2)}{97} = \frac{404}{97} = 4,164$$

$$\bar{x}_{Communication} = \frac{3,577 + 3,804 + 4,164}{3} = \frac{11,545}{3} = 3,848$$



Empathy Dimensions

The Empathy Dimension informs about either (interesting) or not promotions according to the audiences' audiences' audiences' level of interest in the promotion.

For this study the empathy dimension is represented by 2 statements as follows:

1. You agree that the promotion of "go to school" is good, and
2. You agree that you like the promotion.

Table 3. Respondents Response to the Empathy Dimension

Antribut	Weight	Number of Respondents	
		Empathy 1	Empathy 2
Very strongly disagree	1	2	3
Strongly disagree	2	1	2
Disagree	3	12	13
Quite agree	4	24	35
Agree	5	47	37
Strongly agree	6	6	1
Very strongly agree	7	5	6
Total		97	97

Source : Primary data, 2016

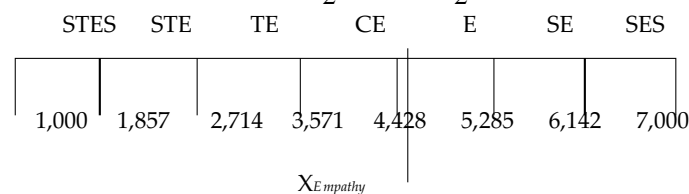
Here is a table showing the results of the data obtained from the survey of 97 respondents about 2 statement of empathy dimension.

The value / average score of the Empathy dimension (Empathy) From table 3 obtained the average response dimension empathy, as follows:

$$\bar{x}_{(E1)} = \frac{(1 \times 2) + (2 \times 1) + (3 \times 12) + (4 \times 24) + (5 \times 47) + (6 \times 6) + (7 \times 5)}{97} = \frac{442}{97} = 4,556$$

$$\bar{x}_{(E2)} = \frac{(1 \times 3) + (2 \times 2) + (3 \times 13) + (4 \times 35) + (5 \times 37) + (6 \times 1) + (7 \times 6)}{97} = \frac{419}{97} = 4,319$$

$$\bar{x}_{Empathy} = \frac{4,556 + 4,319}{2} = \frac{8,875}{2} = 4,437$$



By interviewing respondents it is known that the promotion factor of "go to school" as a new promotion is causing the curiosity of respondent to pay attention to the promotion until finished. While the majority of respondents who voted for the answer agreed (scale 5) and enough (scale 4) said that although the promotion of "go to school" is a new promotion but respondents do not see the advantages compared with other promotions. For respondents who voted very dissatisfied (scale 1) and strongly disagree (scale 2) argued that they were not educators and were not interested in the promotion.

Persuasion Dimensions

The dimension of persuasion informs what a promotion can provide for the improvement or strengthening of a product so that the promoter gets an understanding of the impact of promotion on the consumer's desire to be interested and gets a picture of the ability of a promotion in developing the attractiveness of a product (Durianto 2003: 87) .

For this study the dimension of persuasion is represented by 2 statements as follows:

1. You agree that you are interested in the promotion of go to school
2. You agree that you are interested in the promotion of go to school

The following table shows the results of the data obtained from the survey of 97 respondents about 2 statements of persuasion dimension.

Table 4. Respondents Response to the Persuasion Dimension

Antribut	Weight	Number of Respondents	
		Persuasion 1	Persuasion 2
Very strongly disagree	1	2	4
Strongly disagree	2	0	3
Disagree	3	29	37
Quite agree	4	34	29
Agree	5	25	20
Strongly agree	6	5	4
Very strongly agree	7	2	0
Total		97	97

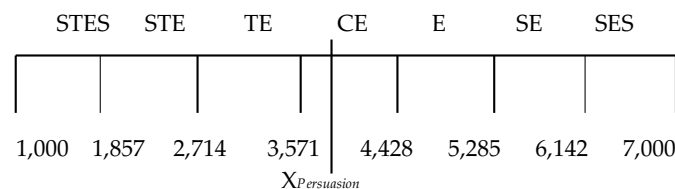
Source : Primary data, 2016

Average score dimension Persuasion (Persuasion)From table 4 we get the average of persuasion dimension response, as follows:

$$\bar{x}_{(P1)} = \frac{(1 \times 2) + (2 \times 0) + (3 \times 29) + (4 \times 34) + (5 \times 25) + (6 \times 5) + (7 \times 2)}{97} = \frac{394}{97} = 4,061$$

$$\bar{x}_{(P2)} = \frac{(1 \times 4) + (2 \times 3) + (3 \times 37) + (4 \times 29) + (5 \times 20) + (6 \times 4) + (7 \times 0)}{97} = \frac{361}{97} = 3,721$$

$$\bar{x}_{Persuasion} = \frac{4,061 + 3,721}{2} = \frac{7,782}{2} = 3,891$$

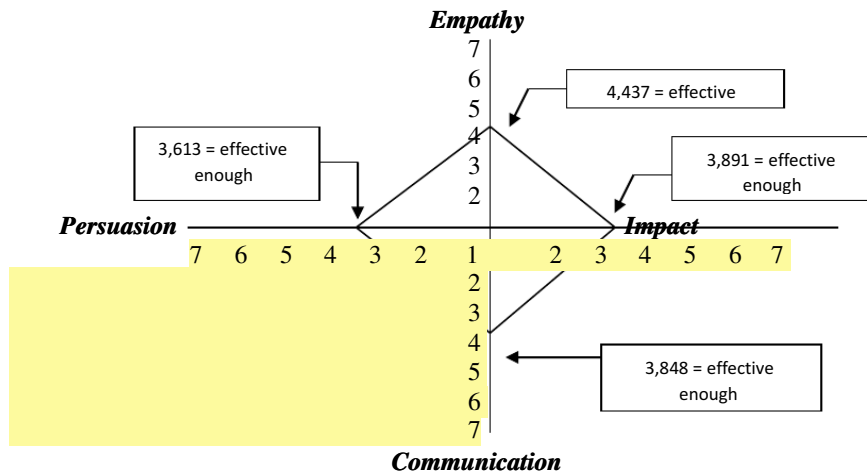


With interviews to the respondents note that the new promotional factors cause a sense of interest and want to try or see the promotion of "go to school". The factors that cause the respondent does not arise interest and intention to see is because the respondent is not an educator and some respondents also assume that the promotion is the same compared to other promotions.

The "Go to School" campus campaigns campus dimension falls within a fairly effective scale range (3,848), which informs that audiences consider campus campaigns a "go to school" version quite self-explanatory, and able to convey key messages and audiences to understand the message the promotion.

Based on the calculation result, the graph of campus campus effectiveness campaign analysis of "Go to School" with EPIC method (Empathy, Persuasion, Impact, Communication) model as a whole is shown in Figure 1.

Figure 1. EPIC Chart Campus Promotion Models



Based on Figure 1. it is known that the dimensions of empathy more have a better average value compared with other dimensions. It shows that respondents liked the campus promotion of the "go to school" version and felt that the promotion was good for them. As for the three dimensions of EPIC namely persuasion, impact, and communication to obtain value is quite effective for respondents. The EPIC rate as a whole has a mean of 3.947 which means that the promotion of "go to school" campuses is on a fairly effective scale. Based on the results of the calculations in the previous paragraph, the discussion of each of the following dimensions:

Dimension of empathy

This dimension is measured by 2 indicators that aim to find out whether campus promotion of "go to school" version is considered interesting and favored audiences. By using the average score method, it is known that the fourth dimension is in the effective scale range with score of 4.437. This means the promotion of campus version of "go to school" is considered interesting and liked by audiences.

Dimension of persuasion

This dimension is measured by 2 indicator to know whether campus promotion of "go to school" version is considered to affect the audiences so that the audiences are attracted to the Faculty of Science and Technology of Universitas Kanjuruhan Malang. By using the average score method known that the dimension of persuasion entered in the range of scale is quite effective ie with a score of 3.891. This means the promotion of campus version of "go to school" is considered quite a positive impact on the desire audiences.

Dimension of impact

This dimension is measured by two questionnaire questionnaires to determine whether the audiences have a product knowledge of go to school and the comparison of "go to school" campus creativity versus other similar promotions. By using the average score method is known that the impact dimension entered in the scale range is quite effective ie with a score of 3.613.

Dimension of communication

This dimension is measured by 3 indicators that aim to find out whether the campus promotion version of "go to school" is considered clear and able to deliver the message to the audiences. By using the average score method is known that the dimensions of communication entered within the range of the scale is quite effective ie with a score of 3.848. This means the promotion of the "go to school" campus is judged by the audiences quite clearly and is sufficiently able to convey the message to the audiences.

Conclusion

Based on the discussion in the previous paragraph then the conclusion in this research that dimension of empathy assessed effective value by audience, dimension of persuasion considered effective enough by respondent, dimension of impact assessed quite effective by respondent, and dimension of communication considered quite effective by respondent. So the dimension that has the highest value is the empathy dimension. Therefore, it is important for the University of Kanjuruhan Malang to increase the effectiveness of the promotion to attract new students, especially related to the dimension of persuasion, impact dimension and communication dimension because the three dimensions only get enough effective value from the respondents.

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