ABSTRACT

EVALUATION OF THE EFFECTIVENESS OF SOCIAL MEDIA CONTENT AS A PROMOTION FOR ADMISSION OF PROSPECTIVE NEW STUDENTS USING THE EPIC MODEL (CASE STUDY: TELKOM PURWOKERTO INSTITUTE OF TECHNOLOGY)

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Purwokerto Telecom Technology Institute, founded in 2002 under the Telecom Education Foundation, is a private college in Central Java that focuses on the development of information technology. In the growing digital age, the use of social media as a means of promoting student admission is becoming increasingly crucial for colleges. Social media, especially Instagram, is regarded as a modern Communication platform that enables a wide range of activities, such as sharing photos, videos, and information. Although the existence of Instagram is considered relevant in promoting student admission, the study found that the effectiveness of such social media is still considered quite effective. The problem with this study is to measure the level of effectiveness of social media in promoting the admission of students to the Institute of Telecom Technology Purwokerto. The focus of the research is on the level of effectiveness of the promotion of student admission through Instagram. The research aims to improve the efficiency of promotion and provide recommendations for the use of social media in the admission of students. Through quantitative research using primary and secondary data, as well as data analysis using SPSS and EPIC model methods, it was concluded that promotion through Instagram by Purwokerto Telecom Technology Institute is very effective. Based on the calculations using the four dimensions of the Emphaty, Persuasion, Impact, and Communication (EPIC) model, the average value of 4.41 points is between 4.21 and 5.00, which is stated to be very effective. Specifically, the Communication dimension is the most dominant, with a value of 4.51, indicating a very high level of efficiency. The findings provide a strong basis for improving the promotion strategy through Instagram and provide recommendations for the use of social media in student admissions.

Keywords: *Social Media, Promotion, EPIC model*