



THE EFFECTIVENESS OF SHORT MESSAGE SERVICE ADVERTISING USING EPIC MODEL ON TELKOMSEL'S SIMCARD USER IN BANDUNG 2019

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ABSTRACT

Nowadays, people are increasingly filled with digital things, busy with their gadgets, which make individuals not accustomed to interacting with each other directly, including in big cities of Indonesia. SMS advertising is one form of digital promotion that intensively carried out by companies to be able to attract interest from prospective customers. This research is a continuation of previous research conducted in 2017, the results of this study will prove whether SMS advertising is still effective and relevant to be done now or not. SMS Advertising is a type of one-way SMS sent from a telecommunications operator to the number of destination customers. SMS advertising is one-way, so this type of SMS is very suitable for use as a form of promotion. SMS Advertising is also known as Broadcast SMS, SMS Blast, SMS Reminder or SMS Info. The time for sending this SMS can be scheduled so that the sender of the message is free in determining when the SMS will be sent. Telkomsel as the largest provider in Indonesia is used as an object of research, the number of sample used is 400 respondents who are domiciled in the city of Bandung and have received SMS advertising. In this study, it was measured based on the level of effectiveness of SMS advertising using EPIC Model.

Keywords: EPIC model, SMS Advertising, Telkomsel,