

CHAPTER 1

INTRODUCTION

1.1 Background

The development of the internet today makes it easier for users to get information quickly, accurately, and in a wider space. Thanks to technological developments, people can enjoy various conveniences that can be accessed via the internet. Internet use in Indonesia is also increasing along with the proliferation of computers and smartphones. According to the latest data from the Indonesian Internet Service Providers Association (APJII) in 2020 it reached 196.7 million. From this data, internet users in Indonesia until the second quarter of 2020 reached 73.7 percent. Currently, many people use social media as a means of promotion and so on.

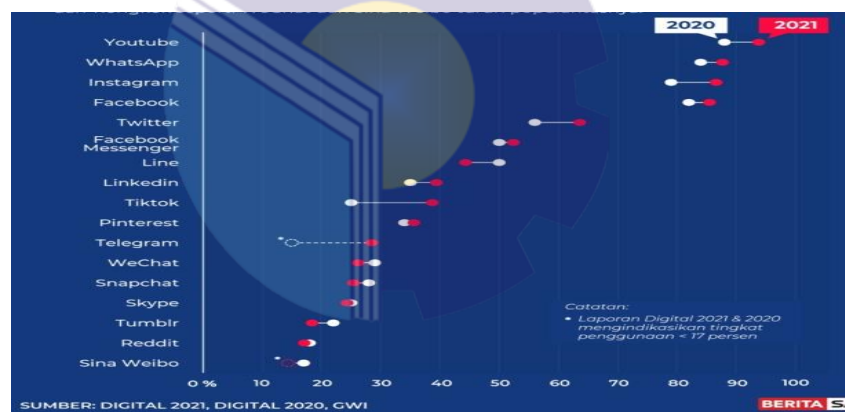


Figure 1.1 List of the Rank Social Media in Indonesia

From Figure 1.1 above, it is known that Youtube and Instagram are at the top of the list in Indonesia. However, Instagram has a lot of interesting content. Not only as a means of satisfying entertainment, Instagram is also a social media that has great opportunities in business activities. Based on other information contained in the warkakota, Indonesia is the largest community of Instagram users in Asia Pacific with the number of active users reaching 45 million people out of a total global user of 700 million people.

Seeing this, the company uses Instagram as a promotional medium. Promotion can be done in various ways, including advertising. Advertising is an information medium that is created in a certain way to attract the audience, is original, and has certain and persuasive characteristics. So that consumers are voluntarily compelled to do something in accordance with what advertisers want (Faella Sufa, 2012). An advertisement is shown to influence the feelings, knowledge, beliefs, attitudes, and images of consumers related to a product or brand. Businessmen are starting to think of strategies to increase the interest of potential consumers in their products.

Companies that provide goods and services flock to advertise on various social media such as Instagram, Youtube, Facebook, and Twitter, and E-commerce companies are no exception. The digital world that is formed will slowly form a market or trading place which is often referred to as an e-marketplace (Indarajit, 2011). This makes the growth of companies and small and medium enterprises (SMEs), startups in the selling sector develop and become more competitive. The results of a recent study on the behavior of people who transact in E-Commerce stated that the millennial generation transacted the most in E-Commerce.

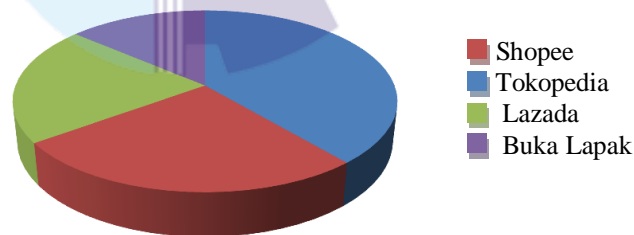


Figure 1.2 Data on E-Commerce Usage in Quarter 2017 to II Quarter 2019

Looking at the data above, it can be concluded that the highest interest in advertising is Shopee ads. Shopee is at the top level with its competitor, Tokopedia. Shopee has a flat chart and continues to increase every year from 2017 to 2019. According to Effendy, advertising effectiveness is a condition in which the effect of the advertising message conveyed can attract attention, be understood, understood, arouse emotions and move the target to provide the desired response.

There are several methods commonly used to measure the effectiveness of an advertisement based on the communication generated, one of which is the EPIC Model method, in the EPIC Model separates four advertising dimensions, specifically: Empathy, Persuasion, Impact, Communication to find out which dimensions an advertisement has weaknesses in achievement of its goals. And then new strategies can be made to improve it (Dewi Rosa Indah 2017).

Shopee and Tokopedia have their own uniqueness in advertising their products. Therefore, researchers choose social networks to be measured using the EPIC Model method, because they have their own strengths compared to other media. Namely: broad reach, selectivity and flexibility, focus of attention, prestige, etc. (Morisson, 2010). While in this study the promotional media that became the object of research were videos that were disseminated on the Instagram social network. In addition, this study also shows how the effect of advertising effectiveness between Shopee and Tokopedia. Thus researchers can see whether the ad is delivered well or not.

Based on the background that has been described above, hereby I as a writer take the initiative to conduct study with the title *“A Comparative Study the Effectiveness of Shopee and Tokopedia Instagram Social Media by using the EPIC Model (A Case Study at the College Student in Bengkalis)”*

1.2 Formulation of the Problem

Formulation of the problem based on the description of the background that has been stated, the main problems in this paper are:

1. How is the effectiveness of Shopee ads measured using the EPIC Model on the Instagram social media ?
2. How is the effectiveness of Tokopedia ads measured using the EPIC Model on the Instagram social media ?
3. What is the difference between Shopee and Tokopedia social media advertising effectiveness?

1.3 Purpose of the Study

The purpose of the research is to solve the problems described in the background and the formulation of the problem. The objectives to be achieved in this research are:

1. To analyze Shopee ads on the Instagram social media using by EPIC models
2. To analyze Tokopedia ads on the Instagram social media using by EPIC models
3. To find out the difference in the effectiveness of Instagram Shopee and Tokopedia social media advertisements using by EPIC models

1.4 Significance of the Study

The benefits obtained from the results of this study are:

1. Benefits for writers:
This research is expected to provide knowledge and information needed to solve problems. With this research, the author can make decisions both for the benefit of program development and science.
2. For Companies (E-Commerce):
The results of this study are used as material for company evaluation which can then determine future marketing strategy plans.
3. Share Alamantar:
This research is expected to provide more information about the extent to which Shopee and Tokopedia advertisements have developed in the internet realm in the field of marketing. And the results of this effectiveness comparison study are used as a reference for future researchers, especially in the field of advertising.

1.5 Scope and Limitation of the Problem

This research is included in the scope of marketing management, regarding advertising measurement and comparison between E-Commerce. The research provides problem boundaries so that they are not enlarged on the problem formulation, while the limitations taken are:

1. The social network used in this study is Instagram
2. The research was conducted based on the student's point of view as consumers who are aware of Shopee and Tokopedia advertisements on Instagram, using the EPIC Model.

1.6 Writing Systematic

To give a clear picture of the project, a writing system was developed that contained information about the material covered in each chapter. The systematics of this writing are as follows:

CHAPTER 1 : INTRODUCTON

In this chapter, the author describes the background, problem formulation, objectives and limitations of the problem and the systematics of writing the final report.

CHAPTER 2 : LITERATURE REVIEW

In chapter 2, the author describes the theoretical basis and literature review that will be used in completing the research, both in general and in particular, consisting of previous research, theoretical foundations, and frameworks of thought.

CHAPTER 3 : METHODS AND ACCOMPLISHMENT PROCESS

In chapter 3, it describes the research implementation method, which consists of location, time and research object, types and sources of data, population and sample, sampling technique, data collection technique, measurement scale, validity and reliability test, type of research, concept definition. and

reliability test, type of research, concept definition. and operational variables as well as research schedules and budgets. operational variables as well as research schedules and budgets.

CHAPTER 4 : RESULT AND DISCUSSION

In this chapter the author will describe the results of the study, description of the object of research, characteristics of respondents, results of descriptive statistics, discussion, descriptive statistical analysis and research limitations.

CHAPTER 5 : CONCLUSION AND SUGGESTION

This chapter contains conclusions from the discussions that have been described with suggestions as a final description of the proposal.

