

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)

Citra Ashira Forkan^{1,*}, M. Alkadri Perdana², Nageeta Tara Rosa³

^{1,2} State Polytechnic of Bengkalis, Riau, Indonesia, 28711

¹ citra.ashira.forkan@gmail.com

² Perdana@polbeng.ac.id

³ Nageeta@polbeng.ac.id

ARTICLE INFO

ABSTRACT

Received: (12 October 2022)
Received in revised:
(22 November 2022)
Accepted: (23 November 2022)
Published: (29 November 2022)

Open Access

An advertisement can be said to be effective if the objectives of the advertisement can be achieved or not. The purpose of this study was to determine the difference between the effectiveness of Instagram ads on Shopee and the effectiveness of Instagram ads on Tokopedia. The type of research used in this study is a quantitative method with questionnaire data collection techniques. The research was conducted on Bengkalis district students which included State Polytechnic of Bengkalis, STAIN, and STIE who were still active in the 2020/2021 academic year as many as 100 respondents. The variables studied to measure effectiveness were empathy, persuasion, impact, communication including testing the validity and reliability test instruments and the EPIC scale as a measurement scale. The research method used is survey research with data description analysis to test differences in the effectiveness of Instagram ads. By calculating the EPICrate of respondents' opinions on statements that measure each dimension, we get a value of 3.9 for Shopee's EPICrate and 3.5 for Tokopedia. Based on these calculations, it shows that the effectiveness of Shopee's Instagram ads has a higher level of effective scale than Tokopedia's E-Commerce. Thus, Shopee Instagram ads are more effective in attracting consumers than Tokopedia Instagram ads.

Keywords: Effectiveness, EPIC Model, Shopee, Tokopedia

1. Introduction

The development of the internet today makes it easier for users to get information quickly, accurately, and in a wider space. 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. Based on information contained in the warkakota, Indonesia is the largest community of Instagram users in Asia Pasific with the number of active users reaching 45 million people out of a total global user of 700 million people. 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 (Faela Sufa, 2012). An advertisement is shown to influence the feelings, knowledge, beliefs, attitudes, and images of consumers related to a product or brand.

* Corresponding author

E-mail addresses: citra.ashira.forkan@gmail.com (Citra Ashira Forkan)

277-8139/ © 2022 P3M Politeknik Negeri Bengkalis. All rights reserved.

Businessmen are starting to think of strategies to increase the interest of potential consumers in their products.

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. 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, flexibility, focus, etc.

2. Research Method

Based on the existing variables, the method that will be used in this study is a quantitative research method. According to Sudyaharjo, the quantitative method is a planned and careful problem solver, with a tightly structured design, systematic data collection and focused on formulating effective theories within the framework of empirical evidence. Based on the description above, it can be said as a research method used to examine a particular population or sample. Sources of data used in this study are techniques were used by distributing questionnaires to respondents, namely Bengkalis Regency students who used social networks Instagram. The questionnaires distributed are classified as closed questionnaires, namely questionnaires that have provided answer choices to the questions, respondents simply fill in by marking the appropriate answer choices. In this study, researchers used a questionnaire each question accompanied by with five possible answers to be chosen by the respondent. Adjusted for the existence of 5 levels on the Likert scale. The characteristics of the population in this study were Bengkalis district students who used Instagram who had seen or watched Shopee and Tokopedia ads.

Samples taken from the population must be truly representative or representative of the population under study. Given the number of populations that are not known with certainty, the determination of the number of samples to be used in this study is to use the slovin method. To facilitate the author in processing data from the results of filling out the questionnaire that has been given by the respondent, the writer's task is to design the variables to be analyzed, enter data, and perform calculations using the steps in the specified method. The method used to measure the variables in this study is Average Score, Each respondent's answer to the given question is given a weight. The way to calculate the score is to add up all the products of the value of each weight divided by the total number of frequencies. After that, the Likert scale was used. According to Sugiyono (2015), the Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena. Each dimension of the EPIC Model, namely Empathy, Persuasion, Impact, Communication will be analyzed separately using the average score method to determine the effectiveness of each Instagram social network ad on Shopee and Tokopedia, which will then be included in the decision position scale range from Very Ineffective (STE) to Very Effective (SE).

3. Result and Discussion

Characteristic of Respondents

In this study, the sample was 100 respondents. The demographic profile of the respondents obtained from each question of gender, age, institution or collage, and monthly contents can be seen in the following table:

Table 4.1 Gender

No	Gender	Number of Respondents	Percentage
1	Male	41	41%
2	Female	59	59 %
	Total	100	100

Source: Processed Data December 2021

Table 4.1 shows that the majority of respondents consist of 59 women and the remaining 41 men.

Table 4.2 Respondents Age

No	Respondents Age	Number of Respondents	Percentage
1	<20 years	40	40%
2	20-25 Years	60	60 %
3	>25 Years	-	-
	Total	100	100

Source: Processed Data December 2021

In table 4.2 it is known that from a total of 100 respondents dominated by respondents aged 20-25 years, namely 60 respondents, where respondents aged less than 20 were 40 respondents. And there are no respondents aged less than were 40 respondents who are over 25 years old.

Table 4.3 Institutions/College

No	Institutions / College	Number of Respondents	Percentage
1	State Polytechnic of Bengkalis	40	40%
2	STAIN	30	30 %
3	STIE	30	30%
	Total	100	100

Source: Processed Data December 2021

Table 4.3 consist 40% of State Polytechnic of Bengkalis, 30% of STAIN, and 30% of STIE. This is based on the characteristics of the respondents who have been determined by the researchers listed in sub-chapter 4.2.

Table 4.4 Expense per Month

No	Expense per Month	Number of Respondents	Percentage
1	<Rp.500.000.-	32	32%
2	RP.500.000- Rp.1000.000	58	58 %
3	>Rp.1.000.000	10	10%
	Total	100	100

Source: Processed Data December 2021

Table 4.4. shows that 58% of respondents monthly expenses are between Rp. 500.000 to Rp. 1.000.000 less than Rp. 500.000 as much as 32%, while the respondents expenditure is above Rp. 1000.000 is 10%.

The EPIC Dimensions of Shopees Ads on Instagram

1. Dimension Emphaty

Table 4.5 Dimension of Respondents Emphaty for Shopee Ads on Instagram

Likert Scale	Weight	Number of Respondents	
		Emphaty 1	Emphaty 2
Strongly disagree	1	1	3
Do not agree	2	2	11
Doubtful	3	16	19
Agree	4	45	39
Strongly agree	5	36	28
		100	100

Source: Primary Data Processed in December 2021

Furthermore, the data obtained is calculated the average value to determine the level of effectiveness of the emphaty dimension of Shopee ads on Instagram.

2. Dimension of Persuasion

The dimension of persuasion informs about what can be given by an advertisement to increase or strengthen a brand, so that advertisers gain an understanding of the impact of advertising on consumer desire to buy and obtain an overview of the ability of an advertisement to develop the attractiveness.

Table 4.6 Dimension of Respondents Persuasion for Shopee Ads on Instagram

Likert Scale	Weight	Number of Respondents	
		Persuasion 1	Persuasion 2
Strongly disagree	1	2	0
Do not agree	2	11	3
Doubtful	3	21	11
Agree	4	38	45
Strongly agree	5	28	41
		100	100

Source: Primary Data Processed in December 2021

3. Dimension of Impact

The impact dimension is used as a parameter about whether an advertisement can be more creative and prominent than other similar brand advertisements and whether or not consumer involvement can affect the level of basic knowledge.

Table 4.7 Dimension of Respondents Impact for Shopee Ads on Instagram

Likert Scale	Weight	Number of Respondents	
		Impact 1	Impact 2
Strongly disagree	1	2	2
Do not agree	2	7	2
Doubtful	3	23	33
Agree	4	36	45
Strongly agree	5	32	18
		100	100

Source: Primary Data Processed in December 2021

4. Communication Dimension

The communication dimension provides information about the ability of consumers to remember the main message conveyed, consumer understanding, and the power left by the message.

Table 4.8 Dimension of Respondents Impact for Shopee Ads on Instagram

Likert Scale	Weight	Number of Respondents		
		C1	C2	C3
Strongly disagree	1	2	2	1
Do not agree	2	7	6	3
Doubtful	3	25	19	23
Agree	4	43	52	40
Strongly agree	5	23	21	33
		100	100	100

Source: Primary Data Processed in December 2021

From the results of data collection through the distribution of questionnaires to 100 respondents, then in this sub-chapter the results of the analysis and calculations of the four dimensions of the EPIC Model are described which are the parameters for the effectiveness of Shopee and Tokopedia ads on Instagram, namely Empathy, Persuasion, Impact, and Communication. From calculation results, the graph of the analysis of Shopee ads on Instagram using the EPIC Model as a whole can be seen in Figure 4.3:

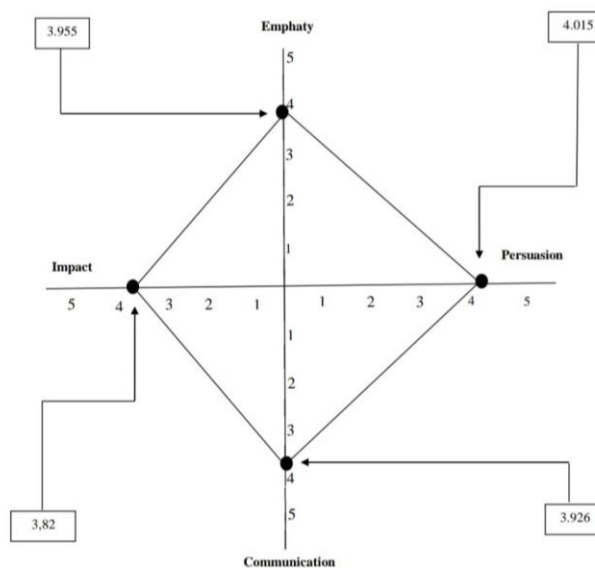


Figure 4.4 EPIC Graph of Shopee's Advertising Model on Instagram

The EPIC Dimensions of Tokopedia Ads on Instagram

1. Dimension Emphaty

The Emphaty dimension informs the audience about whether (attractive) the ad is good or not.

Table 4.9 Dimension of Respondents Emphaty for Tokopedia Ads on Instagram

Likert Scale	Weight	Number of Respondents	
		Emphaty 1	Emphaty 2
Strongly disagree	1	2	2
Do not agree	2	5	11
Doubtful	3	26	32
Agree	4	45	33
Strongly agree	5	22	22
		100	100

Source: Primary Data Processed in December 2021

Furthermore, the data obtained is calculated the average value to determine the level of effectiveness of the emphaty dimension of Tokopedia ads on Instagram.

2. Dimension of Persuasion

The dimension of persuasion informs about what can be given by an advertisement to increase or strenghten a brand, so that advertise gain an understanding of the impact of advertising on consumer desire to buy and obtain an overview of the ability of an advertisement to develop the attractiveness of a brand.

Table 4.10 Dimension of Respondents Persuasion for Shopee Ads on Instagram

Likert Scale	Weight	Number of Respondents	
		Persuasion 1	Persuasion 2
Strongly disagree	1	1	1
Do not agree	2	12	13
Doubtful	3	35	32
Agree	4	32	33
Strongly agree	5	20	21
		100	100

Source: Primary Data Processed in December 2021

Furthermore, the data obtained is calculated the average value to determine the level of effectiveness of the persuasion dimension of Tokopedia ads on Instagram.

3. Impact Dimension

The impact dimension is used as a parameter about whether an advertisement can be more creative and prominent than other similar brand advertisements and whether or not consumer involvement can affect the level of basic knowledge.

Table 4.11 Dimension of Respondents Impact for Shopee Ads on Instagram

Likert Scale	Weight	Number of Respondents	
		Impact 1	Impact 2
Strongly disagree	1	3	2
Do not agree	2	16	11
Doubtful	3	37	43
Agree	4	26	25
Strongly agree	5	18	19
		100	100

Source: Primary Data Processed in December 2021

Furthermore, the data obtained is calculated the average value to determine the level of effectiveness of the Impact dimension of Tokopedia ads on Instagram.

4. Communication Dimension

The communication dimension provides information about the ability of consumers to remember the main message conveyed, consumer understanding, and the power left by the message. In the following there is a table showing the results of data acquisition for 100 respondents about 3 statements of communication dimensions.

Table 4.12 Dimension of Respondents Impact for Shopee Ads on Instagram

Likert Scale	Weight	Number of Respondents		
		C1	C2	C3
Strongly disagree	1	2	2	1
Do not agree	2	7	6	3
Doubtful	3	25	19	23
Agree	4	43	52	40
Strongly agree	5	23	21	33
		100	100	100

Source: Primary Data Processed in December 2021

Furthermore, the data obtained is calculated the average value to determine the level of effectiveness of the communication dimensions of Tokopedia ads on Instagram. Of the four dimension of EPIC in Shopee's Instagram ads, the one with the highest value is the dimension of persuasion with value 4.015. From the calculation results, the graph of the analysis of the Tokopedia ads on Instagram using the EPIC model as a whole can be seen Figure 4.4:

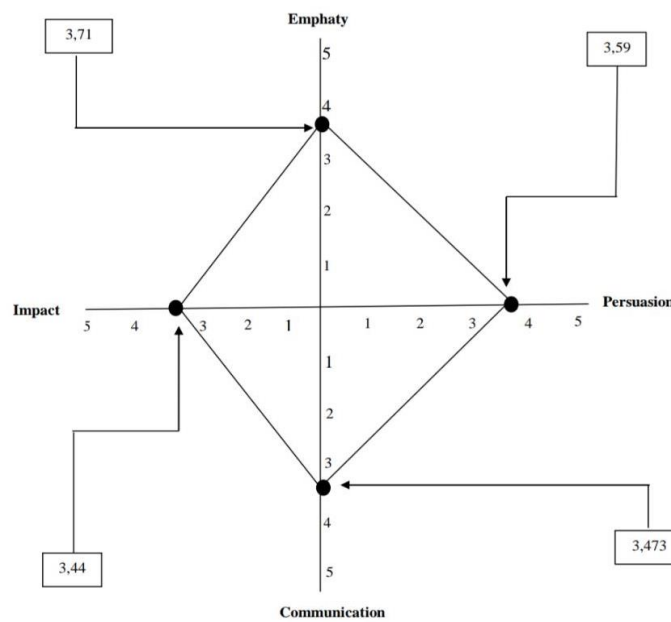


Figure 4.4 EPIC Graph of Tokopedia.s Advertising Model on Instagram

From figure 4.4, Tokopedia's advertising on Instagram none has a more prominent level of effectiveness. The comparative value of the effectiveness of the two E-commerce advertisements can be seen from tha table:

Table 4.15 Comparison Table of Shopee and Tokopedia EPIC Model

	EPIC Model Indicator	EPIC Model Instagram Shopee	EPIC Model Instagram Tokopedia
1	Emphaty	3.955	3.71
2	Persuasion	4.015	3.59
3	Impact	3.82	3.44
4	Communication	3.926	3.473
	Total Average	3.929	3.553

Source: Data Analysis 2022

From the table it can be compared that Shopee Instagram Ads Its effectiveness is higher than Tokopedia's Instagram Ad Effectiveness. Shopee The EPIC Instagram Ad Model has an overall average of 3.9. And EPIC Tokopedia the Instagram Ad Model has an overall average of 3.5. Difference between The effectiveness of Shopee and Tokopedia advertisements is 4. Both E-Commerce have: the lowest level of dimension, namely the impact dimension. And have power another different dimension. Based on these calculations, the effectiveness of the two E-Commerce ads can be improved again based on the calculated indicators. Shopee has the highest dimension, namely persuasion with a value of 4.15, it can be seen from this that Shopee has succeeded in creating attractive advertisements so that the audience want to buy the product.

4. Conclusion

Based on the results of the research that has been described in chapter 4 previously, the conclusion of this study are as follows:

1. Based on the answers of respondents who are student State Plytechnic of Bengkalis, STAIN, and STIE regarding the effectiveness of Instagram advertising at the Shopee. Judging from each dimension that is an indicator of effectiveness, it has an average score of 3.9 on the effective scale for calculating the EPIC rate. So Instagram Shopee ads have been effective.
2. Based on the answers of respondents who are student State Plytechnic of Bengkalis, STAIN, and STIE regarding the effectiveness of Instagram advertising at the Tokopedia. Judging from each dimension which is an indicator of effectiveness, it has an average score of 3.5 on the effective scale.
3. By calculating the EPIC rate of respondents opinions on statements that measure each dimension. The effectiveness of Shopee's Instagram ads has a higher level of effective scale than Tokopedia's E-Commerce. Thus, Shopee Instagram ads are more effective in attracting consumer interest compared to Tokopedia Instagram ads.

References

- Ariyanti, M.P., and Mustikasari, A. (2018) Analysis of Effectiveness Peralite Product Advertising on Television Media Using EPIC Model (Case Study on Consumers of PT Pertamina Persero Bandung (2018), *Applied Science E-Proceeding*, 4(3)
- Ayu, K., Sudiarta, I.N, and Suardana, I.W. (2017) Efektivitas Melalui Media Social Facebook dan Instagram Sebagai Salah Satu Strategi Pemasaran di Krisna Oleh-Oleh Khas Bali, *Jurnal Analisis Parawisata*. 17(2)
- Bagus, M.A., and Widya, S. (2018) EPIC Model and Direct Reting Method: The Effectiveness of Batagor Hanimun's Instagram Social Media Ads in Cimahi City in 2018, *E-Pording of a applied Science*, 4 (3),
- Dharmesta, dan Irawan, (2011) *Manajemen Pemasaran Modern 2nd Ed.*, Liberty, Yogyakarta
- Indah, D.R. (2017) Analisis Efektivitas Iklan Media Televisi MEnggunakan EPIC Model (Studi Kasus Produk A Mild di Kota Langsa), *Jurnal Penelitian Ekonomi Akuntansi*.
- Sufa, F. (2012) Analysis of the Influence of Attractiveness of Advertisements, Quality of Advertising Messages, Frequency of Advertisements on the Effectiveness of Television Advertisements for Delicious Noodles (Audiences Survey of Mie Sedap Ads on Student Boarding Schools Around the Undip Campus, Tembalang. *Diponegoro Journal of Management*, 1(1)
- Sugiyono. (2015) *Metode Kuantitatif Kualitatif R and D, 2nd Ed.* CV Alfabeta: Bandung