

## THE EFFECTIVENESS OF PROMOTION THROUGH INSTAGRAM AND FACEBOOK @INSTA\_BUMIAYU ON MSMEs IN THE SOUTH BREBES REGION

Aenad Al Mubarik<sup>1</sup>

Universitas Muhammadiyah Purwokerto, Purwokerto, Indonesia  
[aenadalmubarik234@gmail.com](mailto:aenadalmubarik234@gmail.com)

Hernia Justiana Astuti<sup>2</sup>

Universitas Muhammadiyah Purwokerto, Purwokerto, Indonesia  
[herni99@gmail.com](mailto:herni99@gmail.com)

Maulida Nurul Innayah<sup>3</sup>

Universitas Muhammadiyah Purwokerto, Purwokerto, Indonesia  
[maulidanurul@ump.ac.id](mailto:maulidanurul@ump.ac.id)

Luthfi Zamakhsyari<sup>4</sup>

Universitas Muhammadiyah Purwokerto, Purwokerto, Indonesia  
[luthfizamakhsyari@ump.ac.id](mailto:luthfizamakhsyari@ump.ac.id)

---

### Abstract

This study aims to analyze the effectiveness of promotions through social media Instagram and Facebook @Insta\_bumiayu on promotion Micro, Small, and Medium Enterprises (MSMEs) in the South Brebes region using the EPIC Model approach which includes four dimensions: Empathy, Persuasion, Impact, and Communication. This research is a descriptive quantitative study with a sample of 100 respondents selected through a purposive sampling technique. Data were collected using an online questionnaire and analyzed through validity, reliability, and descriptive tests. The results show that all four EPIC dimensions are categorized as effective, with the Empathy dimension obtaining the highest score. The overall average value of the EPIC Rate indicates that promotions through @Insta\_bumiayu are classified as effective. The promotions carried out are not only able to attract consumers' attention, but also successfully convey messages well and increase interest in MSME products. This study strengthens the role of social media as a strategic tool in supporting the growth of MSMEs in the digital era, especially through the utilization of interactive and visual features of Instagram and Facebook.

**Keywords:** EPIC Model, MSMEs, Promotion, Social Media Effectiveness, and South Brebes

## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia continue to experience growth. According to data from the Indonesian Chamber of Commerce and Industry (2023), the number of MSMEs reached approximately 66 million units, an increase of around 1.3 million over the past five years. The Provincial Government of Central Java is recognized as one of the largest MSME growth centers in Indonesia, with a recorded 1,457,126 MSME units in 2022 (Bumi Alumni, 2023). This trend reflects the strategic role of MSMEs as a pillar of regional economic resilience, contributing to Gross Regional Domestic Product (GRDP), absorbing labor, and fostering product innovation.

Brebes Regency has also experienced a significant increase in the number of MSMEs. According to the Brebes Office of Cooperatives, MSMEs, and Trade (2024), the number of MSMEs in the region reached 106,264 units in 2023. Beyond the growing quantity, the variety of MSME products in Brebes is also diverse, supporting the district's position as one of the national pilot projects for digital MSME development (Noviasari & Kurniawati, 2024).

**Table 1.**

**Number of MSMEs in the Brebes Regency, 2019-2023**

No	Year	Amount
1	2019	101,464
2	2020	104,602
3	2021	104,688
4	2022	106,264
5	2023	111,284

Source: Department of Cooperatives, SMEs, and Trade Brebes Regency, 2024

The continued increase in MSMEs has led to heightened market competition, compelling business actors to constantly formulate development strategies that align with consumer trends (Prautami, 2022). One such trend that has accelerated since the COVID-19 pandemic is the shift in consumer behavior from offline to online purchasing activities (Chelsea et al., 2022). This trend continues to show positive growth. Based on a survey conducted by the Indonesian Internet Service Providers Association (2024), internet penetration in Indonesia rose from 73.7% or 196.71 million users in 2020 to 78.19% or 221 million users in 2023. In line with this, the use of digital platforms has also increased. Statista (2024) reported a rise in e-commerce users in Indonesia from 38.72 million in 2020 to 58.63 million in 2023.

According to Sagala and Widaningsih (2022), the emergence of social media has transformed various activities, including business promotion, from traditional offline methods to more efficient online strategies. This shift provides MSMEs with greater opportunities to reach wider audiences and to adapt marketing strategies to suit the increasingly digital consumption patterns of society.

Promotion activities are crucial for MSMEs as a primary strategy to achieve marketing objectives, including increasing brand awareness, attracting purchase intentions, and maintaining customer loyalty (Mochammad Hasan Sidqi et al., 2024). In this regard, social media functions as a platform that enables users to present themselves, share information, interact, and build relationships virtually (Nasrullah in Paramita et al., 2023). Kotler et al. (2016) describe social media marketing as a form of direct marketing that allows for interaction with consumers anytime and anywhere through digital technology. Agustin &

Suyanto (2022) also affirm that social media enables MSME actors to introduce and market their products more efficiently.

Widia & Junika Putra (2021) emphasized that to remain competitive, MSME players must continuously develop digital marketing skills, particularly through social media. This strategy is considered highly relevant due to its broad reach and the substantial number of users. According to Datareportal.com (2024), Indonesia had approximately 139 million active social media users, accounting for 49.9% of the total population. Among them, 117.6 million were active Facebook users, while 100.9 million used Instagram. Instagram, as stated by Hubspot & Iconosquare (2021), is not only a popular application but also a strategic platform for digital marketing, with 500 million daily active users and 95 million posts per day. This platform has proven capable of supporting business growth by up to 93% for those who utilize it effectively. Following closely, Facebook also shows a significant impact as a digital marketing tool, with 91% of business players using it (Hubspot & Iconosquare, 2021).

Several prior studies have also shown that social media can be an effective promotional tool when managed with the right approach. For example, Prautami (2022) demonstrated the effectiveness of Instagram and Facebook @Abouttng for MSME promotion in Tangerang City. A study by Safitri & Fatriani (2024) found that Go Thaitea's product promotions via Instagram were effective. Moreover, Lailatul Fitria (2024) showed that the Instagram account of the Public Relations Division of Probolinggo City Government successfully conveyed information and promoted government programs effectively. These studies share a common trait: they were conducted in urban areas and focused on specific subjects. Consequently, there remains an underexplored area of study, particularly regarding the use of social media as a promotional tool in non-urban regions such as South Brebes.

Focusing on South Brebes is essential because the region exhibits socio-economic characteristics that differ from urban areas. Factors such as evolving digital literacy, limited access to information technology infrastructure, and a dominant pattern of community-based communication are key distinctions. In this context, social media platforms such as @Insta\_bumiayu hold potential for creating unique promotional approaches and offering insights into how digitalization adapts to regions that are not fully served by conventional promotion models typically used in urban areas.

@Insta\_bumiayu is a digital platform founded by Muhammad Zakaria in 2016. For over seven years, this platform has actively disseminated information related to tourism, culinary experiences, cultural heritage, and local news in South Brebes, encompassing the sub-districts of Bumiayu, Sirampog, Tonjong, Paguyangan, Bantarkawung, and Salem. @Insta\_bumiayu operates across various social media channels, including Instagram, Facebook, WhatsApp, and TikTok. With high engagement levels, the platform serves as a promising promotional channel for MSMEs in the region. Through activities such as direct visits, video reviews, and product promotion content, this account helps expand the reach and visibility of MSMEs in the digital landscape.

Given this potential, the researcher is interested in examining the effectiveness of MSME promotion in South Brebes through the @Insta\_bumiayu social media account, specifically on Instagram and Facebook platforms. This study aims to analyze and determine the effectiveness of these promotional efforts using the EPIC Model developed by AC Nielsen. This model comprises four key dimensions: Empathy, Persuasion, Impact, and Communication, which collectively assess how well digital promotions are received, understood, and influence audiences (Satrio & Asri, 2023).

The advantage of the EPIC Model lies in its ability to evaluate emotional, rational, perceptual, and communication aspects of a promotional strategy. In the context of social media, which is inherently visual, interactive, and dynamic, this approach is highly relevant. The EPIC Model also helps researchers understand how elements of digital content such as narratives, product visualization, and audience interaction, can comprehensively shape consumer perceptions. Therefore, this research not only offers a strong theoretical basis for evaluating promotional effectiveness but also addresses a practical question, can social media truly serve as an impactful promotional tool for MSMEs in regions like South Brebes.

## REVIEW OF LITERATURE

### EPIC Model

The EPIC Model is method measurement effectiveness of advertisements found by the agency AC Nielsen research and studies, and consists of from four interrelated dimensions complement, namely:

#### 1. Empathy

According to Siti Marwah (in Putri et al., 2022), empathy refers to the ability and tendency of an individual to understand the thoughts and feelings of others within a specific context. This dimension measures the extent to which consumers like a promotional message and describes how well the promotional content aligns with the audience's personality characteristics.

#### 2. Persuasion

Durianto et al. (in Septiani & Hanifa, 2022) explain that persuasion is the result of promotional communication, which involves changes in consumer beliefs, attitudes, and behavioral intentions. This dimension reflects how effectively the content strengthens brand characteristics and influences consumer desire to make a purchase, as well as the advertisement's potential in building brand appeal.

#### 3. Impact

Syah (in Arisandi & Widaningsih, 2022) states that impact refers to the expected outcomes of promotional activities on social media, including increased awareness and audience response. It evaluates a brand's ability to stand out among competitors and how successfully it engages the audience with its message.

#### 4. Communication

Amira (in Chandra et al., 2022) defines communication as the extent to which consumers can recall key information, comprehend the message, and retain a strong impression after receiving it. This dimension evaluates memory retention, understanding, and the overall impact of the promotional message on the audience.

## RESEARCH METHOD

This study employs a quantitative descriptive approach to portray phenomena through numerical data. The subjects are active followers of @Insta\_bumiayu on Instagram and Facebook who have viewed MSME promotional content related to South Brebes.

The study population includes all followers of @Insta\_bumiayu as of December 2023, totaling 79,900. Using Slovin's formula, a sample of 100 respondents was determined

through non-probability sampling, employing purposive sampling. The selection criteria required that respondents had seen MSMEs promotional content posted by @Insta\_bumiayu.

Data were collected through an online questionnaire distributed via Google Forms and analyzed using simple tabulation (percentage-based) and weighted average calculations to quantitatively assess promotional effectiveness (Durianto et al. in Kurnia et al., 2022). Scores were computed using the following formula and classified into effectiveness scales ranging from very ineffective (VI) to very effective (VE). The final stage involves calculating the EPIC Rate, as outlined by (Durianto et al. (2003) in Chandra et al., 2022). How to count score is with formula as following.

$$x = \frac{\sum fi . wi}{\sum fi}$$

Information:

X : Average weight

Fi : Frequency

Wi : Weight

Next, it is used scale rating 1-5 for determine position answer respondents, where the scores This represent range response from very negative to very positive.

**Rs = R (Weight)**

**M**

Information:

R (weight) : Weight biggest-weight the smallest

M : The amount category weight

Range scale Likert used in study This is 1 to 5, then range scale assessment obtained is:

$$Rs = \frac{5 - 1}{5} = 0.8$$

So that position his decision as following (Durianto et al. (2003) in Prihatiningrum & Kusmiati, 2023):

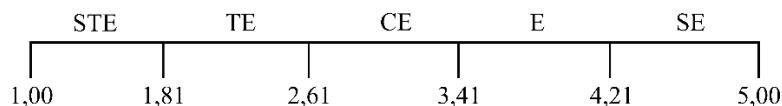
STE : Absolutely Not Effective (1.00 – 1.80)

TE : Not Effective (1.81 – 2.60)

CE : Quite Effective (2.61 – 3.40)

E : Effective (3.41 – 4.20)

SE : Very Effective (4.21 – 5.00)



**Figure 1.**

**Range EPIC Model Decision Position**

Source: Durianto et al. (2003) in Prihatiningrum & Kusmiati, 2023

This study, which employs the EPIC Model, is analyzed based on each dimension using the average score calculation method. The aim is to measure the level of effectiveness of each dimension. The average scores obtained are then classified into effectiveness scales, ranging from very ineffective (VI) to very effective (VE). The next step is to determine the EPIC Rate as outlined by (Durianto et al. (2003) in Chandra et al., 2022):

$$\text{EPIC Rate} = \frac{X \text{ Emphaty} + X \text{ Persuasion} + X \text{ Impact} + X \text{ Communication}}{N}$$

## RESULTS AND DISCUSSION

**Table 2.**  
**Respondents by Gender**

Gender	Frequency (People)	Presentation
Man	31	31%
Woman	69	69%
Amount	100	100%

Source: Processed Data, 2025

Referring to Table 2, it is shown that the majority of respondents were female, totaling 69 individuals (69%), while male respondents numbered 31 individuals (31%). Based on this data, it can be concluded that women are more likely to access MSMEs promotions in the South Brebes region through the Instagram and Facebook platforms of @Insta\_bumiayu.

**Table 3.**  
**Respondents by Occupation**

Work	Frequency (People)	Presentation
Students	61	61%
Private sector employee	28	28%
Civil Servants/State-Owned Enterprises	3	3%
Entrepreneur/ Housewife/ Household Assistant	8	8%
Amount	100	100%

Source: Processed Data, 2025

Respondents with occupations as students and private employees dominated the sample, with 61 individuals (61%) and 28 individuals (28%), respectively. This indicates that MSMEs promotions in South Brebes posted by @Insta\_bumiayu are mostly viewed by followers who are students or private-sector employees.

**Table 4.**  
**Respondents by Age**

Age (Years)	Frequency (People)	Presentation
17-22 Years	73	73%
23-28 Years	17	17%
29-34 Years	4	4%
>34 Years	6	6%
Amount	100	100%

Source: Processed Data, 2025

In terms of age distribution, the largest group was aged 17–22 years (73%), followed by those aged 23–28 years (17%). This shows that promotional activities through Instagram and Facebook @Insta\_bumiayu are more likely to reach young people aged 17–28, who are active users of social media. As digital natives, young people are highly engaged with digital platforms, making them a key target market for MSMEs. Furthermore, data from Datareportal.com (2024) indicates that the average Indonesian spends 7 hours and 38 minutes per day on the internet, with 98.6% using it for social interaction. This reinforces the notion

that social media is an effective promotional platform, particularly for reaching younger generations who are highly responsive to online promotions.

**Table 5.**  
**EPIC Instagram and Facebook Validity Test @Insta\_bumiayu**

Statement	Corrected item - Total Correlation	R-Table	Information	Statement	Corrected item - Total Correlation	R-Table	Information
Empathy				Impact			
EI.1	0.775	0.196	VALID	II.1	0.542	0.196	VALID
EI.2	0.718	0.196	VALID	II.2	0.689	0.196	VALID
EI.3	0.797	0.196	VALID	II.3	0.729	0.196	VALID
EI.4	0.732	0.196	VALID	II.4	0.816	0.196	VALID
EI.5	0.826	0.196	VALID	II.5	0.753	0.196	VALID
EI.6	0.797	0.196	VALID	II.6	0.730	0.196	VALID
Persuasion				Communication			
PI.1	0.550	0.196	VALID	CI.1	0.706	0.196	VALID
PI.2	0.614	0.196	VALID	CI.2	0.852	0.196	VALID
PI.3	0.770	0.196	VALID	CI.3	0.794	0.196	VALID
PI.4	0.685	0.196	VALID	CI.4	0.813	0.196	VALID
PI.5	0.774	0.196	VALID	CI.5	0.820	0.196	VALID
PI.6	0.731	0.196	VALID	CI.6	0.789	0.196	VALID

Source: Processed Data, 2025

**Table 6.**  
**EPIC Instagram and Facebook Reliability Test @Insta\_bumiayu**

Information	Cronbach's Alpha
Empathy	0.865
Persuasion	0.764
Impact	0.799
Communication	0.881

Source: Processed Data, 2025

The validity test for the use of the EPIC Model on the Instagram and Facebook platforms showed valid results, as the calculated r-value exceeded the r-table value. The r-table value was determined based on the degrees of freedom (df), calculated using the formula  $df = (N-2)$ . With  $N = 100$ , the df was 98, resulting in an r-table value of 0.196. In addition, the reliability test also met the established criteria, as the Cronbach's Alpha value was greater than 0.6. According to Sugiyono (2017), a Cronbach's Alpha value greater than 0.6 indicates that the research instrument is reliable and consistent.

Stage furthermore in EPIC Rate calculation is process data from questionnaire that has been spread out to 100 respondents. Table 7 shows distribution frequency of each indicator contained in each EPIC dimensions.

**Table 7.**  
**Frequency Distribution of EPIC Dimension Indicators**

Statement	STS	TS	N	S	SS	Total
<b>Empathy</b>						
I feel like There are MSMEs that advertise on Instagram/Facebook @insta_bumiayu	0	1	10	51	38	100
I am pleased become a follower of @insta_bumiayu	0	0	14	63	23	100

I am comfortable see every @insta_bumiayu post	0	1	19	59	21	100
I like related promotions with MSMEs on @insta_bumiayu	0	0	14	57	29	100
According to My Instagram or Facebook @insta_bumiayu is the right promotional media for MSMEs in South Brebes	0	0	11	56	33	100
I'm used to it if on the veranda I there is a post update UMKM promotion from @insta_bumiayu	0	0	9	61	30	100
<b>Persuasion</b>						
According to I promotion of MSMEs on @insta_bumiayu makes the UMKM products seen current	1	0	21	56	22	100
I am more believe towards MSMEs that promote the product on @insta_bumiayu compared with MSMEs that promote on other Instagram/Facebook accounts	2	7	53	28	10	100
After I see Promotion of MSMEs on @insta_bumiayu, I interested For look for location sales and purchases the UMKM products	0	0	20	63	17	100
I consume / wear UMKM products after I see promotion on @insta_bumiayu	0	3	44	49	4	100
I need UMKM products after I see promotion on @insta_bumiayu	0	3	50	41	6	100
With existence MSME promotion on @insta_bumiayu, I more believe self moment consume / use the product	0	2	30	55	13	100
<b>Impact</b>						
According to I MSME promotion on @insta_bumiayu different , new , and creative	0	3	21	58	18	100
I know consequence or benefit consume / use UMKM products after I see promotion on @insta_bumiayu	0	1	21	70	8	100
After I see UMKM promotion on @insta_bumiayu, I capable differentiate the UMKM products with product other	0	0	22	67	11	100
I saw the update @insta_bumiayu when I want buy UMKM products	0	3	30	55	12	100
I posted MSME products and tag @insta_bumiayu on Instastory / Facebookstory after buy it	1	8	51	33	7	100
Promotion of MSMEs on @insta_bumiayu is capable to condition style life community in the South Brebes area	0	1	16	62	21	100
<b>Communication</b>						
I always see @insta_bumiayu's post at the moment I using Instagram/Facebook	0	2	16	60	22	100

I know and understand the meaning of every expression in MSME promotional photos /videos on @insta bumiayu	0	0	18	69	13	100
I know the format or Contents Posts UMKM promotion on @insta bumiayu	0	1	28	55	16	100
Promotion of MSMEs on @insta_bumiayu aims introduce , direct , and remind I For consume / use UMKM products in the South Brebes area	0	0	15	60	25	100
I am pleased see every update contains MSME promotion on @insta_bumiayu and on other Instagram/Facebook accounts	0	0	19	60	21	100
I am impressed with all content on the @insta_bumiayu account	0	0	18	57	25	100

Source: Processed Data, 2025

Based on distribution frequency said, the steps next is count EPIC Rate value for each dimension. This calculation is based on quantitative data collected from questionnaires. Subsequently, separate analyses were conducted for each dimension of Empathy, Persuasion, Impact, and Communication to gain a clearer picture of the effectiveness of the implemented promotional strategies. This analysis was also useful for identifying which dimensions had the most significant impact.

**Empathy Dimension**

$$E1 = \frac{(1 \times 0) + (2 \times 1) + (3 \times 10) + (4 \times 51) + (5 \times 38)}{100} = 4.26$$

$$E2 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 14) + (4 \times 63) + (5 \times 23)}{100} = 4.09$$

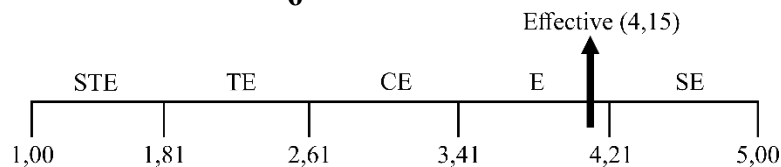
$$E3 = \frac{(1 \times 0) + (2 \times 1) + (3 \times 19) + (4 \times 59) + (5 \times 21)}{100} = 4$$

$$E4 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 14) + (4 \times 57) + (5 \times 29)}{100} = 4.15$$

$$E5 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 11) + (4 \times 56) + (5 \times 33)}{100} = 4.22$$

$$E6 = \frac{(1 \times 0) + (2 \times 1) + (3 \times 9) + (4 \times 61) + (5 \times 30)}{100} = 4.21$$

$$X \text{ Empathy} = \frac{4.26 + 4.09 + 4 + 4.15 + 4.22 + 4.21}{6} = 4.15$$



**Figure 2.**

EPIC Model Decision Position of the Empathy Dimension

Source: Processed Data, 2025

The Empathy dimension on Instagram showed a cumulative average score of 4.15, which falls within the effective category. This result is consistent with previous studies by Chandra et al. (2022) and Arisandi & Widaningsih (2022), in which empathy also fell within the effective range. Based on these findings, it can be concluded that respondents have a

positive perception of the use of Instagram and Facebook @Insta\_bumiayu as promotional media for MSME products and services in South Brebes. The promotional content delivered through these platforms is considered effective, easy to understand, memorable, and capable of capturing audience attention.

**Dimensions Persuasion**

$$P1 = \frac{(1 \times 1) + (2 \times 0) + (3 \times 21) + (4 \times 56) + (5 \times 22)}{100} = 3.98$$

$$P2 = \frac{(1 \times 2) + (2 \times 7) + (3 \times 53) + (4 \times 28) + (5 \times 10)}{100} = 3.37$$

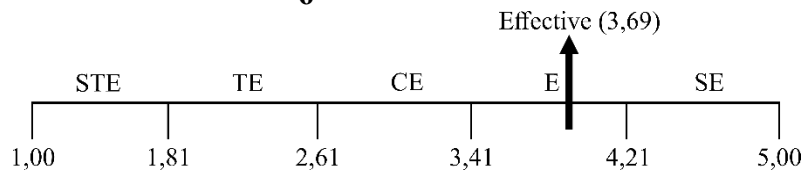
$$P3 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 20) + (4 \times 63) + (5 \times 17)}{100} = 3.97$$

$$P4 = \frac{(1 \times 0) + (2 \times 3) + (3 \times 44) + (4 \times 49) + (5 \times 4)}{100} = 3.54$$

$$P5 = \frac{(1 \times 0) + (2 \times 3) + (3 \times 50) + (4 \times 41) + (5 \times 6)}{100} = 3.5$$

$$P6 = \frac{(1 \times 0) + (2 \times 2) + (3 \times 30) + (4 \times 55) + (5 \times 13)}{100} = 3.79$$

$$X \text{ Persuasion} = \frac{3.98 + 3.37 + 3.97 + 3.54 + 3.5 + 3.79}{6} = 3.69$$



**Figure 3.**  
**EPIC Model Decision Position of Persuasion Dimension**

Source: Processed Data, 2025

The Persuasion dimension on Instagram achieved a cumulative average score of 3.69, which falls within the effective category. When compared with previous studies, this result is consistent with the findings of Sagala & Widaningsih (2022) and Abdullah & Baso Adil Natsir (2022), where persuasion also fell within the effective scale range. Based on these findings, it can be concluded that the promotion of MSMEs in South Brebes through Instagram and Facebook @Insta\_bumiayu successfully delivers comprehensive information, effectively capturing consumer attention. The @Insta\_bumiayu platform leverages various key features such as Instagram Stories, as well as videos, texts, photos, likes, and comments on Facebook to enhance promotional effectiveness. The information conveyed via social media is considered relevant, accurate, and reflective of real conditions, thereby increasing consumer trust in the products and services offered.

**Impact Dimension**

$$I1 = \frac{(1 \times 0) + (2 \times 3) + (3 \times 21) + (4 \times 58) + (5 \times 18)}{100} = 3.91$$

$$I2 = \frac{(1 \times 0) + (2 \times 1) + (3 \times 21) + (4 \times 70) + (5 \times 8)}{100} = 3.85$$

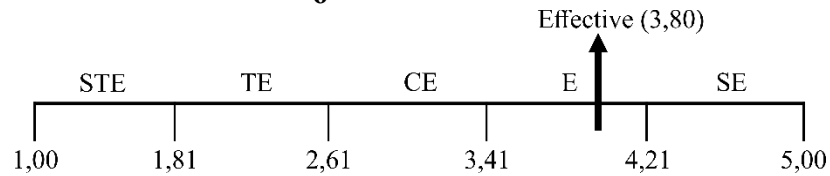
$$I3 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 22) + (4 \times 67) + (5 \times 11)}{100} = 3.89$$

$$I4 = \frac{(1 \times 0) + (2 \times 3) + (3 \times 30) + (4 \times 55) + (5 \times 12)}{100} = 3.76$$

$$I5 = \frac{(1 \times 1) + (2 \times 8) + (3 \times 51) + (4 \times 33) + (5 \times 7)}{100} = 3.37$$

$$I6 = \frac{(1 \times 0) + (2 \times 1) + (3 \times 16) + (4 \times 62) + (5 \times 21)}{100} = 4.03$$

$$\mathbf{X Impact} = \frac{\mathbf{3.91 + 3.85 + 3.89 + 3.76 + 3.37 + 4.03}}{\mathbf{6}} = \mathbf{3.80}$$



**Figure 4.**  
**EPIC Model Decision Position Impact Dimension**  
Source: Processed Data, 2025

The Impact dimension on the Instagram platform obtained a cumulative average score of 3.80, which falls within the effective category. This result is consistent with previous studies conducted by Batubara (2022) and Putri et al. (2022), in which the impact dimension was also categorized as effective. Based on these findings, it can be concluded that the promotional strategies implemented by MSMEs in South Brebes through the Instagram and Facebook accounts of @Insta\_bumiayu have been carried out using an innovative, engaging, and audience-oriented approach. The promotional content is regularly updated and creatively designed, with themes tailored to the specific products and services being offered. Additionally, the information is delivered in a complete and easily understandable manner, making it effective in attracting audience attention and supporting the success of the promotion.

**Communication Dimensions**

$$C1 = \frac{(1 \times 0) + (2 \times 2) + (3 \times 16) + (4 \times 60) + (5 \times 22)}{100} = 4.02$$

$$C2 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 18) + (4 \times 69) + (5 \times 13)}{100} = 3.95$$

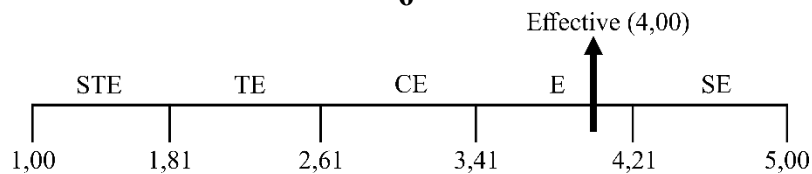
$$C3 = \frac{(1 \times 0) + (2 \times 1) + (3 \times 28) + (4 \times 55) + (5 \times 16)}{100} = 3.86$$

$$C4 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 15) + (4 \times 60) + (5 \times 25)}{100} = 4.1$$

$$C5 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 19) + (4 \times 60) + (5 \times 21)}{100} = 4.02$$

$$C6 = \frac{(1 \times 0) + (2 \times 0) + (3 \times 18) + (4 \times 57) + (5 \times 25)}{100} = 4.07$$

$$\mathbf{X Communication} = \frac{\mathbf{4.02 + 3.95 + 3.86 + 4.1 + 4.02 + 4.07}}{\mathbf{6}} = \mathbf{4.00}$$



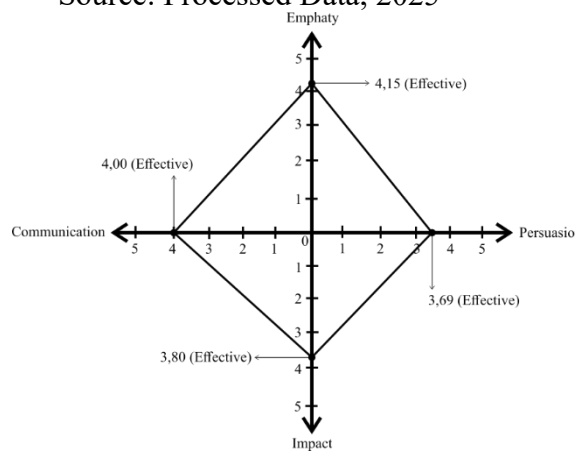
**Figure 5.**  
**EPIC Decision Position Communication Dimension Model**  
Source: Processed Data, 2025

The Communication dimension on Instagram recorded a cumulative average score of 4.00, indicating that it also falls within the effective category. When compared with previous studies, this finding aligns with the results reported by Septiani and Hanifa (2022) and Arisandi and Widaningsih (2022), where communication was also rated as effective. Based on the findings of this study, it can be stated that the promotion of MSME products and services in South Brebes through Instagram and Facebook @Insta\_bumiayu includes the delivery of comprehensive information, such as product benefits, detailed descriptions, and business locations. This information is supported by high-quality images and videos, which enhance the clarity and visual appeal of the promotional content. The presentation of detailed and well-produced content is highly effective in conveying the core message, thereby helping the audience to remember the information and reinforcing the overall impression and visualization of the message being delivered.

**Table 8.**  
**EPIC Score Instagram and Facebook @Insta bumiayu**

Dimensions	Score	Information
Empathy	4.15	Effective
Persuasion	3.69	Effective
Impact	3.80	Effective
Communication	4.00	Effective

Source: Processed Data, 2025



**Figure 6.**  
**EPIC scores for Instagram and Facebook @Insta\_bumiayu**

Source: Processed Data, 2025

After get results from every dimensions, steps next is calculate the average EPIC rate. Fourth the average value of each dimension Then added up For determine overall EPIC rate value. Calculation fourth dimensions the is as following:

$$\text{EPIC Rate} = \frac{4.15 + 3.69 + 3.80 + 4.00}{4} = 3.91$$

4

EPIC rate calculation results for social media Instagram and Facebook @Insta\_bumiayu show score 3.91, which is in in range scale effective. The EPIC dimensions of social media Instagram and Facebook which have score highest seen in table 9.

**Table 9.**  
**EPIC Dimensions of Instagram and Facebook @Insta\_bumiayu**

Dimensions			
Empathy	Persuasion	Impact	Communication
✓			

Source: Processed Data, 2025

Of the four EPIC dimensions Instagram and Facebook social media models, @Insta\_bumiayu have the highest empathy with get cumulative average score of 4.15.

## CONCLUSION

The findings of this study indicate that promotion through Instagram and Facebook @Insta\_bumiayu is **effective** in supporting MSME marketing in South Brebes. This is evidenced by the average EPIC Model score of **3.91**, with the **Empathy** dimension achieving the highest score of **4.15**. The promotional efforts are considered capable of fostering emotional engagement, delivering persuasive information, influencing audience perception, and presenting messages in a clear and understandable manner.

Theoretically, this study confirms that the EPIC Model remains relevant for assessing the effectiveness of digital promotion, especially in regions that have not been widely studied. Practically, the results can serve as a reference for MSME actors and social media managers in designing promotional content that is both communicative and emotionally resonant with the audience.

This research can be further developed, for instance, through longitudinal studies or qualitative approaches to gain deeper insights. It is also recommended to link promotional outcomes with sales data or business growth indicators, so that the actual impact of promotion can be observed more comprehensively.

## REFERENCES

- Abdullah, A., & Baso Adil Natsir, A. (2022). Epic Model : Efektivitas Sistem Pemasaran Melalui Sosial Media Pada Umkm Produk Olahan Ikan. In *Jurnal Sains Agribisnis* (Vol. 2, Issue 2).
- Agustin, D. P., & Suyanto, A. M. A. (2022). Analysis of The Effectiveness of Social Media Promotion on Avoskin Skincare Products Measured by The Epic Model. *Asian Journal of Research in Business and Management*. <https://doi.org/10.55057/ajrbm.2022.4.1.19>
- Arisandi, D. V., & Widaningsih, S. (2022). Pengukuran Efektifitas Pemasaran Digital Instagram Ads Menggunakan Metode Epic (Studi Kasus Di UMKM Lobi Piru, Provinsi Maluku Tahun 2022). *E-Proceeding of Applied Science*, 8, 545–549.
- Asosiasi Penyeedia Jasa Layanan Internet Indonesia. (2024). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*. <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang> (Accessed on December 27, 2024)
- Batubara, F. H. (2022). The Effectiveness Of Promotion Program Towards Prospective Students At Polytechnic App Using The Epic Model. In *IJME JOURNAL* (Vol. 1, Issue 1).
- Bumi Alumni. (2023, February 3). *Urutan Jumlah UMKM Terbanyak di Indonesia*. <https://Bumialumni.Com/Article/99/Urutan-Jumlah-Umkm-Terbanyak-Di-Indonesia>. (Accessed on December 27, 2024)

- Chandra, W., Anggraini, D., & Hutabarat, F. A. M. (2022). EPIC MODEL: Pengukuran Efektifitas Komukasi Pemasaran Usaha Mikro Kecil dan Menengah di Kota Medan pada masa New Normal. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 4(2), 716–724. <https://doi.org/10.47065/ekuitas.v4i2.2506>
- Chelsea, Fiona, Z. A., Jose, P., Susana, & Zahra, D. N. (2022). *Pengaruh Penggunaan Belanja Online Masyarakat Indonesia: Sebelum, Selama dan Sesudah Pandemi COVID-19*. <https://doi.org/DOI:10.11111/nusantara.xxxxxxx>
- Data Reportal. (2024). *Digital 2024: Indonesia*. <https://datareportal.com/reports/digital-2024-indonesia> (Accessed on January 12, 2025)
- Dinas Koperasi UMKM dan Perdagangan Kabupaten Brebes. (2024, March). *Kondisi Koperasi, Pengusaha dan Penyerapan Tenaga Kerja UMKM Tahun 2024*. <https://opendata.brebeskab.go.id/dataset/kondisi-koperasi-pengusaha-dan-penyerapan-tenaga-kerja-umkm-tahun-2024/resource/443a3cba-ad9d-4608-806e-47741af6f8e0> (Accessed on May 5, 2025)
- Hubspot, & Iconosquare. (2021). *Instagram for Business*. <https://www.hubspot.com/instagram-marketing> (Accessed on January 12, 2025)
- Kamar Dagang dan Industri Indonesia. (2023). *UMKM Indonesia*. <https://kadin.id/data-dan-statistik/umkm-indonesia/> (Accessed on December 27, 2024)
- Kotler, Philip., Keller, K. Lane., Tan, C. Tiong., Ang, S. Hoon., & Leong, S. Meng. (2016). *Marketing Management*. Pearson Education Limited.
- Kurnia, E., Daulay, R., & Aisha, N. (2022). Analisis Efektivitas Promosi Media Sosial dengan Menggunakan Metode Epic Model dan Pengaruhnya terhadap Keputusan Pembelian Produk di Kota Medan. *Balance: Jurnal Akuntansi Dan Manajemen*, 1(2). [www.medantalk.com](http://www.medantalk.com)
- Mochammad Hasan Sidqi, Laila Badriyah, Eli Masnawati, Rahayu Mardikaningsih, Mila Hariani, Didit Darmawan, & Rommy Hardiansah. (2024). Digitalisasi Marketing dalam Upaya Peningkatan Penjualan pada UMKM Konveksi Topi Baret. *Masyarakat Mandiri: Jurnal Pengabdian Dan Pembangunan Lokal*, 1(3), 31–42. <https://doi.org/10.62951/masyarakatmandiri.v1i3.255>
- Noviasari, I., & Kurniawati, L. (2024). *Analisis Pengaruh Kualitas SDM, Pemahaman Akuntansi, Persepsi Pelaku UMKM, Sosialisasi SAK EMKM dan Kinerja Manajemen Terhadap Implementasi SAK EMKM: Studi Empiris pada UMKM di Kabupaten Brebes*. 5(7).
- Paramita, M. K. P., Eka Susanti, L., & Pambudi, B. (2023). Peranan Media Sosial Sebagai Media Pemasaran The Role of Social Media as Marketing Media. *Jurnal Pariwisata Dan Bisnis*, 02, 962–977. <https://doi.org/10.22334/paris.v2i4>
- Prautami, I. (2022). Efektivitas Promosi melalui Media Sosial Instagram dan Facebook @Abouttng pada UMKM di Kota Tangerang. *JKBM (JURNAL KONSEP BISNIS DAN MANAJEMEN)*, 8(2), 153–164. <https://doi.org/10.31289/jkbm.v8i2.6991>
- Prihatiningrum, S., & Kusmiati, Y. (2023). Efektivitas Akun Instagram @Aniesbaswedan dalam Meningkatkan Kepercayaan Publik (Analisis Epic Model pada Akun Instagram @Aniesbaswedan). *Wardah : Jurnal Dakwah Dan Kemasyarakatan*, 24, 179–194.
- Putri, L. T., Putra, R., & Setiawan, A. (2022). Analysis of Promotion Effectiveness Using Instagram Social Media at Zaky & Dicky Cafe. *Khazanah Sosial*, 4(2), 339–352. <https://doi.org/10.15575/ks.v4i2.17298>

- Safitri, D., & Fatriani, E. (2024). Peran Media Instagram Dalam Meningkatkan Penjualan Skincare RA Luxury Di Kabupaten Dompu. *Society: Jurnal Jurusan Tadris Ilmu Pengetahuan Sosial*, 15(1), 1–8.
- Sagala, P. M., & Widaningsih, S. (2022). *Analisis Efektivitas Media Sosial Instagram Dengan Metode Epic (Emphaty, Persuasion, Impact, Communication) Pada Layanan Retail Dalam Rangka Meningkatkan Insight Instagram (Studi Kasus Telkom Indonesia Divisi Regional Wholesales Service Treg III Jabar 2022)*.
- Satrio, D., & Asri, L. (2023). Analisis Empathy, Persuasion, Impact Dan Communication (EPIC Model) Dalam Meningkatkan Kepercayaan Publik. *INOBIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 6, 350–358.
- Septiani, V., & Hanifa, F. H. (2022). Pengukuran Efektivitas Iklan Social Media Instagram @Go\_Thaitea\_Official Dengan Menggunakan Metode EPIC Tahun 2022 Measuring the Effectiveness of Instagram @Go\_Thaitea\_Official Social Media Advertising Using the EPIC Method in 2022. *E-Proceeding of Applied Science*, 8, 550–555.
- Statista. (2024). *Number of users of e-commerce in Indonesia from 2020 to 2029*. <https://www.statista.com/forecasts/251635/e-commerce-users-in-indonesia> (Accessed on January 12, 2025)
- Sugiyono. (2017). *Metode penelitian bisnis: pendekatan kuantitatif, kualitatif, kombinasi, dan R&D*. Alfabeta.
- Widia, E., & Junika Putra, D. (2021). Diseminasi Penggunaan Sosial Media Dalam Perluasan Sebaran Pemasaran Pada Produk. In *Jurnal Pengabdian Masyarakat* (Issue 2).