

EFFECTIVENESS OF ONLINE ADS SHOP SHOPEE “SEPEDANYA MANA” AND BUKALAPAK “NEGO CINCAI” WITH EPIC MODEL

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Abstract

This study is aimed to know the differences in advertising effectiveness on television between Shopee and Bukalapak by EPIC Model. Regarding this research involve two categorize so the sample for each is 33 and the data used is primary by spreading a list of questions. The analyzed used independent sample t-test because there are two differences object, Shopee and Bukalapak and EPIC model used for measuring advertising effectiveness. The testing instrument covers the validity, reliability, normality and homogeneity. From independent sample t-test, we get that there are not differences of advertising effectiveness between Shopee and Bukalapak and this is suitable with the EPIC rate that gives the same result, both of them have position effective categorized on continuum line, but Shopee has EPIC rate 3,58 bigger than Bukalapak 3,44. For each dimension of EPIC, Shopee has empathy rate 3,65, persuasion rate 3,65, impact rate 3,52 and communication rate 3,51, meanwhile Bukalapak has empathy rate 3,65, persuasion rate 3,46, impact rate 3,43 and communication rate 3,21. From that EPIC rate seem that empathy dimension of television advertisement between both Shopee and Bukalapak have the biggest EPIC rate and followed by persuasion, impact, and communication.

Keywords: Advertising effectiveness, EPIC Rate, Shopee, Bukalapak

Introduction

Technology development is currently experiencing tremendous growth and has an important role in making human activities in many aspects easier, including advances in the field of communication from the mobile device and according to data (Rahmayani, 2015) E-marketer digital marketing research institute estimates that in 2018 the number of active users smartphones in Indonesia are more than 100 million people. With this amount, Indonesia will become the fourth largest smartphone active country in the world after China, India and America. The progress of this communication is supported by an internet connection and according to (“Tahun 2017 Jumlah Pengguna Internet di Indonesia Capai 143,” n.d.). The survey results in 2017 there are around 143.26 million Indonesians connected to the internet. There was an increase of 7.96 percent when compared to the results of a survey conducted by APJII in 2016. The existence of mobile phones supported by internet connections further facilitates public access to various media including ecommerce. This makes e-commerce grow unusually rapidly

and according to the data released by the Minister of Communication and Information shows that the value of online shopping transactions in e-commerce in 2013 reached Rp. 130 trillion.

With the support of the internet, e-commerce is able to reach the region, as well as potential and fast in conveying various information universally, quality, and almost does not require cost (Publikasi Ilmiah et al., 2014).

(Ekonomi & Gunadarma, n.d.) E-commerce is said to be more than just buying and selling products online. E-commerce covers the entire process of developing, marketing, selling, shipping, servicing, and paying customers, with support from a network of business partners around the world. Basically social media has changed the way consumers interact and companies in marketing products, although in Indonesia the trend is still relatively small, its growth is quite rapid.

With the increasingly open access to information, the consumer community is well informed so that it becomes increasingly critical in making decisions, including in online transactions. For this reason, it is necessary to carry out information delivery activities by making attractive advertisements. Attractive advertising certainly must be effective in shaping perceptions and attracting consumers to drop consumption choices. Advertising activities must also be able to compete with advertising activities from other online businesses.

From the consumer side, advertising itself is seen as a media provider of information about capabilities, prices, product functions, and other attributes related to a product (Durianto, 2003). However good the quality of a product is but not properly informed, consumers will not be interested in making a purchase. This is where the importance of the company packing an advertisement is not only attractive but the flow is also effective. If there is an error in advertising, it will have an impact on the company's image and result in consumers switching to other products (Yet, 2013) without the users.

Advertising has now gained wide recognition as one of the spearheads of marketing activities and is believed to be the end of the sales booster. Advertising has also enlivened almost all media, both print and electronic media (Yet, 2013).

Adverts are said to be effective when they achieve the goals they want to achieve and for that advertising must be creative, different advertisements that are not ordinary (Shimp, 2003). Effective advertising if the ad is deeply engraved in the minds of consumers and consumers are able to observe it with the right perspective (H. Durianto, D., Sugiarto, 2003).

Television is one of the most influential advertising media because of its reach so that the cost per exposure is low and effective in marketing products on a national scale (Mutoharoh, Hasiolan, & Minarsih, 2015). From the perspective of brand development, television ads have advantages. First, television advertising is a very effective tool because it is able to directly demonstrate product attributes and be able to explain persuasively the benefits of the product and the second television advertising becomes a dramatic means of capturing the use and description of the brand, brand personality and other intangibles (K.Kotler, 2007).

Quite a number of online stores are growing in Indonesia and they are scrambling to take and win the competition with various marketing activities and one of them is using advertising through television media as a promotional medium. Based on the release (Librianty, 2017). Data and digital analysis consultant, Science Data released the study of the position and growth of e-Commerce and consumer goods marketplace in Indonesia during the first semester of 2017 where Shopee and Bukalapak were among the 10 best online stores.

The selection of Shopee and Bukalapak as e-commerce was examined with the consideration that Shopee's "bicycle" version received prestigious awards at the "2017 Indonesia Bright Awards" event. as the most memorable ad while Bukalapak's ad was chosen because it has won 3 trophies at the 2017 Citra Pariwara event for an ad entitled "Nego Cincin and the Crazy Shopping", a prestigious award for creative people and the best advertising work in Indonesia.

Both of them received prestigious awards and the important thing to see next, whether the ads that won the award automatically had the effectiveness of attracting consumers. Because advertising on television involves a large amount of money so that advertisers certainly expect returns as a return on expenses made, for that advertising must be made attractive, the message delivered can be accepted and in the end the ad must effectively attract television viewers so that they are interested in products offered and made a purchase.

Based on the description above, the researcher is interested in conducting research on the effectiveness of advertising done by Shopee and Bukalapak with the title Difference in Effectiveness of Shopee Television Ads "Where's the Bike? And Bukalapak advertisement "Nego Cincin".

Theoretical basis

E-Commerce

(“Wisata beransel - Wikipedia bahasa Indonesia, ensiklopedia bebas,” n.d.) Electronic commerce or electronic commerce or e-commerce is the distribution, purchase, sale, marketing of goods and services through electronic systems such as the internet or television, www, or other computer networks. E-commerce can involve electronic fund transfers, electronic data exchanges, automated inventory management systems, and automated

data collection systems.

The information technology industry sees e-commerce activities as applications and applications of e-business (e-business) related to commercial transactions, such as: electronic fund transfer, SCM (supply chain management), electronic marketing (e-marketing), or online marketing, online transaction processing, electronic data interchange / EDI, etc.

E-commerce is part of e-business, where the scope of e-business is broader, not just commerce but also includes collaborating business partners, customer service, job openings etc. In addition to www network technology, e-commerce also requires database or database technology (databases), electronic mail (e-mail), and other forms of non-computer technology such as goods delivery systems, and payment instruments for this e-commerce.

Classification of e-commerce is generally carried out based on the nature of the transaction. According to (J. P. Laudon, 2008) e-commerce classification is distinguished as follows: (1) Business to Consumer (B2C); (2) Business to business (B2B); (3) Consumer to Consumer (C2C); (4) Peer-to-peer (P2P); and (5) Mobile Commerce (M-Commerce).

E-commerce referred to in this study is included in Business to Consumer (B2C), which includes selling, buying and marketing transactions to individual buyers with internet media through e-commerce service providers, such as Kaskus, Toko Bagus, and Berniaga.com. In the process of e-commerce transactions, both B2B and B2C, involve banking institutions as institutions that handle the transfer of transaction payments. Benefits of E-commerce Business both for sellers and buyers are (1) Faster and easier to find products; (2) Save Time and Travel Costs; (3) Another advantage, you can save time because you don't need to visit directly. There are no travel costs except shipping costs; (4) Can be accessed at any time and anywhere. Through the internet, the world is only at your fingertips. Likewise, with E-commerce, you can run it anywhere and anytime, (5) Payment is easier.

Bukalapak

Bukalapak with the slogan of Easy and Reliable Online Buy and Sell was established by Achmad Zaky in early 2010 based in Jakarta and has a status as a Limited Liability Company (PT) in September 2011 and led by Achmad Zaky as CEO (Chief Executive Office) and Nugroho Herucahyono as CTO (Chief Technology Officer). Bukalapak is one of the leading online marketplaces in Indonesia (commonly known as online store networks) owned and run by PT. Bukalapak. Like online buying and selling services with a customer-to-customer (C2C) business model, Bukalapak provides consumer-to-consumer sales everywhere. Although it has only been established for about 3 years, Bukalapak has a good reputation in terms of customer service and its website that is easy to access. Bukalapak has a program to facilitate SMEs in Indonesia to make buying and selling transactions online. This is because transactions through online can make it easier for SMEs to sell their products without having to have an offline store.

Shopee

Shopee is one of the online marketplace applications that started entering Indonesia at the end of May 2015 and has just started operating at the end of June 2015. Shopee has the purpose of buying and selling made through mobile phones to make it easier and faster. Shopee is also the same as other e-commerce where Shopee offers a wide variety of products such as fashion products to products for everyday needs. Inside Shopee there are so many features that are provided to make it easier for users to make transactions, not only features but Shopee also offers many programs such as free shipping promotions.

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Marketing and Advertising

According to (Kotler, 2009): "the core of marketing is identifying and meeting human needs. The American Marketing Association (AMA) offers the following formal definitions that marketing is an organizational function and a series of processes to create, communicate and provide value to customers and to manage customer relationships in a way that benefits the organization and its stakeholders (Kotler, 2009). (Yet, 2013) Advertising is a special form of communication that is usually used by companies to direct persuasion

communication to target consumers and society. Advertising is also one of the efforts made to convey messages from products produced by the company to consumers so that consumers are familiar with the products offered by the company.

Advertising and Ad Purpose

The word advertising comes from the Greek word which means "leading people to ideas". The comprehensive understanding of advertising is "all forms of activities to present and promote ideas, goods, or services that are non-personally paid by certain sponsors" (Durianto, 2003).

According to (Kotler, 2009): "advertising objectives can be classified according to their purpose, both to inform, convince, enhance or strengthen." Informative advertising aims to create brand awareness and knowledge about existing products or new features.

1. Persuasive advertising aims to create preferences, preferences, beliefs and purchase of products or services.
2. Reminder advertisements aim to stimulate repeated purchases of products and services.
3. Boost advertising aims to convince buyers today that they are making the right choice.

Television advertising

Television advertising can be defined as a message that offers products aimed at consumers through electronic media that can display visually and audio (with the sound, sound, or music that accompanies visual images) (Lee & Johnson, 2007).

Advertising Effectiveness

Advertising can be said to be effective if the purpose of advertising can be achieved or implemented. (C.M. Lingga Purnama, 2001) Stated that: "The purpose of making advertisements must be able to inform, persuade and remind buyers of the products offered by the company through the advertising media". According to (Shimp, 2003), the minimum level of effective advertising has the following considerations:

1. Advertising must extend the marketing strategy. Advertising can be effective if it matches with other elements of the marketing communication strategy that are well directed and integrated.
2. Advertising must include the consumer's point of view. Given that consumers buy product benefits, not attributes.
3. Good advertising must be persuasive.
4. Ads must find unique ways to break through the ad crowd. This means that an ad must be creative.
5. Good advertising never promises more than what can be given. The point is that an advertisement explains honestly.
6. Good advertising prevents excessive strategies. The purpose of advertising is to persuade and influence. Not to make good and make funny. The use of humour that is not effective cause's people to just remember the humour without remembering the message.

Television Media

Television is a sophisticated audiovisual media. By using two elements of strength at once namely audio and visual make television a very expensive promotional media. A 60-second impression will be witnessed simultaneously by tens of millions and even hundreds of thousands of millions of pairs of eyes throughout the world.

Television advertising does have a remarkable effect compared to other media. Through television media, companies can demonstrate how a product can work and how much the product benefits consumers. The images presented are more lively, attractive and stimulating because they are packed with entertaining entertainment elements. In addition, through television media companies can choose the right time to advertise to reach a wider market and certain target audiences effectively. Usually, the right time to advertise on television is at primetime. In addition, advertisements can also be displayed repeatedly, making it more possible for viewers to remember a particular product ad.

Epic Model

The effectiveness of advertising can be measured using the EPIC model developed by AC Nielsen, is one of the world's leading marketing research companies EPIC Model (Durianto, 2003) which includes four critical dimensions, namely: empathy, persuasion, impact, and communication

Dimensions in the EPIC model:

1. Dimensions of Empathy is a mental state that makes a person identify himself or feel himself in the same state of feeling or mind as other people or groups. The dimension of empathy informs whether

consumers like an advertisement and describes how consumers see the relationship between an advertisement and their personal.

2. Dimensions Persuasion is a change in beliefs, attitudes, and desires to behave caused by promotional communication. The persuasion process that will be used is determined by the level of consumer involvement in the product message. Persuasion dimension informs what can be given an advertisement to increase or strengthen the character of a brand so that the advertiser gets an understanding of the impact of advertising on the consumer's desire to buy and get an image of an advertisement in developing the attractiveness of a brand.
3. Dimension Impact, the desired impact of the advertising results is the amount of product knowledge that is achieved by consumers through the level of consumer involvement with the product or the selection process. Impact dimension shows whether a brand can stand out from other brands in similar categories; and whether the ad is able to engage consumers in the message delivered
4. Dimensions of Communication Dimensions, Communication provides information about the ability of consumers to remember the main message conveyed, understanding consumers, and the strength of the impression left by the message

Research Methods

Population and sample

A population is an entire object that can consist of humans, objects, animals and plants, symptoms, events as a source of data that has certain characteristics in the study. The sample is a part of the population that uses certain methods (Nawawi, 2007) and because this study includes two groups or categories the number of sample members in each category is at least 30 and in this study, the number of samples is 33 (Sugiyono, 2013). The sampling technique in this study uses Non-probability sampling. With accidental sampling method, the researchers coincidentally met with the respondent that can be used as a sample. Respondents were then given the scale range from 1-5 with the following criteria: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

Research Hypothesis

Ho : There is no difference in the effectiveness of Shopee and Bukalapak Television ads

Hi : There is no difference in the effectiveness of Shopee and Bukalapak Television ads

Data analysis technique

In analyzing the effectiveness of advertising on this problem, the authors use simple Tabulation Analysis and Weighted Average Calculation, as follows: In simple tabulation analysis, the data obtained is processed into percentage form using the following formula:

$$P = \frac{f_i}{\sum f_i} \times 100\%$$

Where :

P = Percentage of respondents who choose a particular category

f_i = Number of respondents who choose a particular category

$\sum f_i$ = Total respondents

Each respondent's answer to the question in the questionnaire is given weight. The way to calculate the average score is as follows (Durianto, 2003):

$$X = \frac{\sum f_i \cdot w_i}{\sum f_i}$$

Where :

X = Weighted Average

f_i = Frequency

w_i = Weight

The next step is to use a range of rating scales to determine the position of the respondent's response by using the score of each variable with the following formula:

$$p = \frac{R(\text{weight})}{M}$$

Where :

P = Scale range
 R (*weight*) = The biggest weight - The smallest weight
 M = Number of weight categories

In this study a range of 1 - 5 scale was used so that the scale range was obtained

$$p = \frac{(5-1)}{5} = 0,8$$

So that a decision position is obtained according to the results of the EPIC Model analysis (Durianto, 2003) as shown in

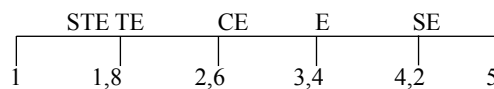


Figure 1. Epic model analysis

Where:

STE = Very Ineffective (scale 1.00 - 0.80)
 TE = Not Effective (scale 1.80 - 2.60)
 CE = Effective enough (scale 2.60 - 3.40)
 E = Effective (scale from 3.40 to 4.20)
 SE = very effective (scale 4.20 - 5.00)

Instrument Test

Validity Test and Reliability Test

Validity testing is done by correlating each item statement with a total score (Sugiono, 2012). The basis for decision making (Santoso, 2011) is as follows:

1. If the r count is positive, and r count > r table, then this means that the item or item is valid.
2. If r count is negative, and r count < r table, then this means that the item or item is invalid.

The questionnaire item is said to be reliable if it is Cronbach's alpha ≥ 0.06 and said to be unreliable if Cronbach's alpha is < 0.06 (Imam Ghozali, 2011).

Normality Test and Homogeneity Test

Normality test is used to determine whether the intruder variable has a normal distribution or not normal data distribution or not. The normality test in this study uses the Shapiro Wilk method. Shapiro Wilk Test is a method or formula for calculating the distribution of data made by Shapiro and Wilk. Shapiro Wilk method is an effective and valid normality test method used for small samples. Test criteria: if Sig. count > 0.05 then the data is said to be normal and if the Sig. count < 0.05 then the data is said to be abnormal. Homogeneity test is used to determine the variance of homogeneous data or not. This study uses the homogeneity test of Levene Statistics technique (Imam Ghozali, 2011), if the variant is the same then the t-test uses Equal Variance Assumed (assumed to be the same variant) and if a different variant uses Equal Variance Not Assumed (assumed a different variant). Testing criteria: If the Sig. count (probability value) > 0.05, then the variance of the two samples is the same/homogeneous. If Sig. Counts (probability value) ≤ 0.05 , then the variance of the two samples is not the same/not homogeneous.

Independent Sample T-Test

Independent sample T-Test is a parametric statistical test which is a test of two independent samples with the requirements that the data tested is quantitative data in the form of interval data or ratio data (Sugiyono, 2013). In this study, the data was collected in the form of ranking data obtained from questionnaires distribution but data like this were included in the interval data category because in this study a Likert scale had a constant distance between scales (Imam Ghozali, 2016).

Basic decision-making if sig. (2tail) > 0.05 then Ho is accepted and Ha is rejected if it's Sig. (2tail) < 0.05 then Ho is rejected and Ha is accepted.

Where the hypothesis formula is:

Ho : $\mu_1 = \mu_2$ (There is no difference in the effectiveness of Shopee and Bukalapak television ads)
 H1 : $\mu_1 \neq \mu_2$ (There are differences in the effectiveness of Shopee and Bukalapak television ads)

The level of significance (α) uses a two-sided test with a significance level of $0.05 / 2 = 0.025$. Degree of freedom, $df = n-1$

Variables and Variable Operational Definition

Table 1. Variables, indicators and statement items

Variables	Indicator	Statement
Empathy	(E1) Consumer assessment against advertising	1. Television ads are very good 2. The television ad is interesting to watch
	(E2) Response to display ad	1. Likes television advertising 2. Impressive television ads
Persuasion	P1) interest in the advertised brand	1. Interested in the products sold 2. Television advertisements are able to convince to buy products that Shoope sells
	P2) desire to try the advertised brand	1. Desire to buy a product 2. Not interested in trying other brands
Impact	I1) the level of consumer knowledge of the product	1. After seeing advertisements on television, I know more about the variants / diversity of products sold.
	(I2) the level of advertising creativity	2. Notify other consumers 1. Advertising is more creative than other online advertisements 2. The concept of attractive advertising
communication	(C1) clarity of understanding advertising	1. Television advertising information is clearer than other e-commerce product advertisements
	(C) understanding of advertising	1. Television advertising messages are easy to understand 2. The slogan of television advertising is in accordance with the concept

Research Results and Discussion

With the number of respondents 33 and a 5% confidence level and degrees of freedom $33-2 = 31$, the r table value was 0.361. From the validity test as in table 2 where all statement items have $r_{count} > r_{table}$ then all statement items are said to be valid. From the reliability test, the Cronbach Alpha value of all variables is > 0.6 so that all statement items in the study are reliable.

Normality test and Test of Homogeneity

Table 2. Normality test and test of homogeneity of variances

	Shapiro-Wilk			Df1	Df2	Sig	
	Statistic	df	.Sig				
				0,498	1	64	.483
Shopee	.957	33	.219				
Bukalapak	.957	33	.208				

Source: SPSS data

Based on the SPSS output, the Shapiro Wilk significance value is obtained for the effectiveness of Shopee and Bukalapak television advertising variables, all of which are above 0.05 so that it can be concluded that the research variables are normally distributed and because P value is $0.483 > 0.05$, the sample taken for measuring the effectiveness of Shopee and Bukalapak Television ads is homogeneous.

Independent sample T-test

Table 3. Independent sample test

		Value	
		Equal variances assumed	Equal variances not assumed
Levene's Test for Equality of Variance	F	.498	-
t-test for Equality of Means	Sig.	.483	-
	t	.585	.585
	df	64	62.718
	Sig.2 (2-tailed)	.560	.560
	Mean Difference	1.66667	1.66667
	Std. Error Difference	2.84720	2.84720
	95% Confidence Interval Lower Of the Difference	-4.02126	-4.02350
		7.35459	7.35683

Source: Data Processed

Because homogeneous data according to the homogeneity test with Levene's Test has a P value of 0.498 > 0.05, the t-test uses equal variance assumed and from table 7 shows that the sig. (2tail) value is 0.386 > 0.05 so that it can be concluded that Ho is accepted by Ha rejected that means there is no difference in the effectiveness of television advertising between Shopee and Bukalapak television commercials.

Calculation of Average Effectiveness of Shopee and Bukalapak Television Ads with the EPIC Method

Table 4. Average EPIC online shop Shopee and Bukalapak calculations

Dimen-sions	Item state-ment	\bar{X}		EPIC rate	
		Shopee	Buka-lapak	Shopee	Buka-lapak
Emphaty	1	3,73	3,70		
	2	3,67	3,79		
	3	3,57	3,52	3,65	3,65
	4	3,63	3,60		
Persuasi	1	4,00	3,85		
	2	3,82	3,52	3,65	3,46
	3	3,12	3,00		
Impact	1	3,60	3,48		
	2	3,33	3,30		
	3	3,61	3,45	3,52	3,43
	4	3,52	3,48		
Communication	1	3,45	3,15		
	2	3,61	3,36	3,51	3,21
	3	3,48	3,12		
Overall EPIC rate				3,58	3,44

Source: Data Processed

Shopee

Of the four dimensions of EPIC that have the highest value is the empathy dimension and the highest index value for empathy is the point that Shopee television ads are very good followed by ad points that are quite interesting. From the persuasion dimension, the highest value is at points where respondents are interested in the product being sold and Shopee ads are able to convince respondents to make a purchase at Shopee. Dimension impact ranks third and shopee ads are said to be more creative than similar online shop advertisements and able to make respondents more aware of the variety of products offered but influential advertisements to suggest consumers make purchases at Shopee have the lowest rate. The dimension that occupies the lowest position is the dimension of communication and in this dimension, the highest value is in the answer that Shopee ads are easy to understand.

Bukalapak

Of the four dimensions of EPIC that have the highest score is empathy dimension and the highest index value for empathy is the point that Bukalapak television ads are interesting to watch followed by ad points that are quite good. The second position is occupied by the dimensions of persuasion with the highest value at the points where respondents are interested in the products sold and Bukalapak ads are able to convince respondents to make purchases at Bukalapak. Dimension impact ranks third and it turns out Bukalapak ads are able to make respondents more aware of the variety of products offered and the concept of attractive advertising. The dimension that occupies the lowest position is the dimension of communication, but in this dimension, the highest value is in the answer that Shopee ads are easy to understand.

From the comparison of EPIC rates, as shown above, the effectiveness of Shopee television advertisements has a higher value than Bukalapak. Of the four dimensions, only the empathy dimension has the same value between Shopee and Bukalapak, while the other three dimensions are all won by Shopee. From the respondent's data, Shopee's advertisement for the question of whether the ad was interesting enough to get answers as much as 57% while 48.5% said the song's jingle was very pleasant to hear and easy to remember, while for Bukalapak ads for the question whether the advertisement was interesting enough to get 50% answer and said 43% say the jingle of the song is pleasant to hear and easy to remember. There is an interesting thing that this television advertisement for both online shops has the highest efficiency the empathy dimension whereas an advertisement definitely aims to cause buying intentions not just good television ads, interesting and liked, this is important but must be able to cause a deep impression so that consumers, in the end, dropped the purchase option on the advertiser. The dimension of persuasion should also have a high value of effectiveness and this was not obtained by Bukalapak ads but for Shopee ads they were able to achieve the value of effectiveness for a pretty good dimension of persuasion with the same values as the empathy dimension. Persuasion dimension has an important position because it measures the interest of consumers to make purchases because the cost of displaying on television is very expensive so that the advertisement must be packaged in such a way, superior programs are communicated such as free shipping in addition to other excellent programs. Because promotion is a design that is formed by a company or organization to stimulate awareness, interest, and end with an act of purchase of a company product or service ("EFEKTIVITAS IKLAN SITUS JEJARING SOSIAL FACEBOOK DI KOTA PURWOKERTO DENGAN MENGGUNAKAN CONSUMER DECISION MODEL," n.d.).

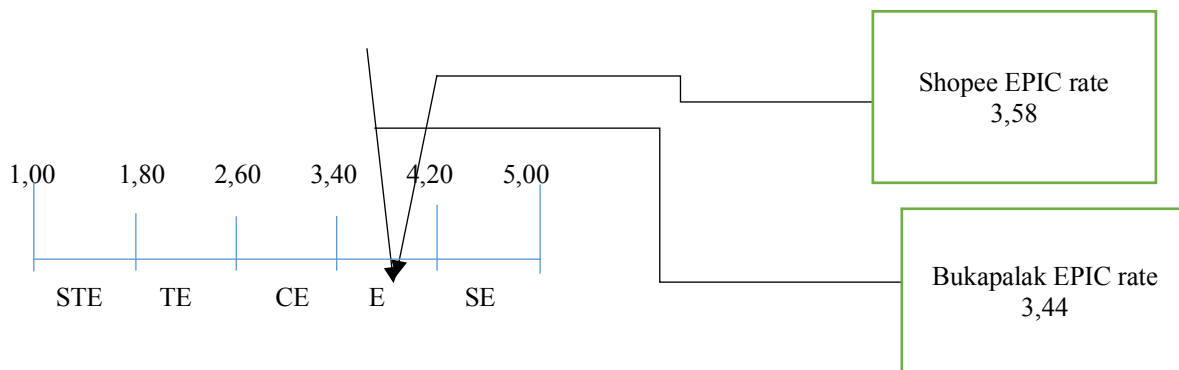


Figure 2. EPIC Rate continuum line for Shopee and Bukalapak television ads

From the continuum line of both television commercials, both Shopee and Bukalapak, are positioned effectively, not yet positioned very effectively, but the effectiveness of advertising is still won by Shopee. The same position on the continuum line is the effective position in line with the results of the independent test sample t-test that there is no difference in the effectiveness of television ads between Shopee and Bukalapak.

Conclusion and Recommendation

(1) From the independent test sample t-test, it was concluded that there was no difference in the effectiveness of television commercials between Shopee's television commercials version of "Where's the Bike" and Bukalapak's version of "Nego Cincai"; (2) From the EPIC rate calculation, it can be concluded that EPIC rates for both Shopee and Bukalapak have the same criteria, namely, their television ads are effectively categorized; (3) Although Shopee's television advertisements have the same category as effective as Bukalapak television ads, Shopee's EPIC rate is higher than Bukalapak's EPIC rate; (4) The highest EPIC rates for Shopee television commercials are on empathy dimensions and persuasion while Bukalapak's television ads are on empathy dimensions.

Bukalapak and Shopee must continue to create more effective television advertisements in order to improve the advertising criteria to be very effective in EPIC rate calculations and continue to conduct sales promotions through more creative television advertisements so that the effects of promotional activities have an impact on increasing sales.

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