

ABSTRACT

Widianto, Heri. 2014, Thesis. Title: The Mobile Advertising Effectiveness In Game Content In Android With Epic Model Approach Students Study at the Economics Faculty UIN Maliki Malang.

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An advances in technology, especially in communications technology, advanced very rapidly. One of them is a Smartphone (Smart Phone) is a mobile phone that has the capability of high-level, sometimes with a function that resembles a computer, which in the world of advertising is referred to as Mobile Advertising). The sophistication of the technology raises many new media that can be used as an advertising media company, media advertising is a medium that is both effective in delivering the products offered to consumers.

The purpose of this study is as follows: (1). Analyzing Mobile Advertising effectiveness as an advertising medium in the Android-based smartphone by using a model of the EPIC approach (Empathy, persuasion, Impact, and Communication) (2). Analyzing the components of the model EPIC (Empathy, persuasion, Impact, and Communication) are the most dominant as a measure of the effectiveness of Mobile Advertising as a medium for advertising in the smartphones based on Android. Samples selected 89 people with accidental sampling technique. This study uses the EPIC model approach using analytical techniques the average score. Data processing is performed using Microsoft Excel 2007 and SPSS for Windows.

Of all the components of the EPIC model has been known to value their effectiveness based Linkert scale can be concluded that Mobile Advertising is an effective medium for advertising, especially on game content on Android. From the analysis of the effectiveness of each component in the model EPIC. Impact (impact) is a component model that is most dominant EPIC as a measure of the effectiveness of Mobile Advertising as a medium for advertising on the Android-based smartphone with the effectiveness of Impact (I1) of 4.887 and Impact (I2) of 4.460 and the second in the category of highly effective