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Measuring Instagram Content Effectiveness in Digital Marketing using the EPIC Model and Direct Rating Method

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ABSTRACT

Instagram has become known as one of the leading platforms in digital marketing, making it essential to systematically evaluate the effectiveness of the content presented to ensure successful communication strategies. This study aims to measure the effectiveness of Instagram content produced by Kayana Creative using the EPIC Model and the Direct Rating Method, two complementary evaluative approaches that assess content quality and audience reception. The research involved 100 respondents who follow the Kayana Creative Instagram account. Data collected using a Likert-scale questionnaire and analyzed quantitatively to assess the four EPIC dimensions. Empathy, Persuasion, Impact, and Communication, as well as the overall evaluation through the Direct Rating Method. The results indicate that Instagram content is effective, with an average EPIC score of 4.04. The Communication dimension scored highest, indicating that the audience clearly understood the content's messages. Using the Direct Rating Method, respondents provided an overall score of 80.48, further confirming that the content effectively captures attention and delivers a positive user experience. This study provides practical contributions for developing content that is more relevant, communicative, and engaging, and theoretical contributions by reinforcing the use of the EPIC Model and the Direct Rating Method as complementary evaluative tools for assessing content effectiveness on social media within the digital marketing context.

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1. INTRODUCTION

With the advancement of the digital era, social media has become one of the primary marketing tools for companies to reach wider audiences and enhance customer engagement [1]. Recent industry reports indicate that Instagram is used by more than 1.3 billion people worldwide and increasingly influences how users search for information and make consumption decisions [2]. Instagram is a highly effective platform for promotion and user interaction, making content effectiveness and systematic evaluation essential for optimizing digital marketing strategies, as Kayana Creative found in managing and measuring content performance [1]. Despite Instagram's widespread adoption, many businesses still struggle to determine which content elements most effectively engage their audiences, underscoring the need for comprehensive, structured evaluation.

The effectiveness of Instagram content is not only measured by the number of followers or engagement levels, but also by its ability to achieve the predetermined marketing objectives [3]. Previous studies conceptualize the effectiveness of Instagram content in terms of engagement rate, namely the proportion of users who actively respond to a post through likes, comments, shares, and other interactions relative to those exposed to it [4]. In the case of Kayana Creative, evaluating Instagram content is a strategic step to identify effective elements for attention, engagement, and conversion, with the EPIC Model commonly used to assess performance through empathy, persuasion, impact, and communication [5]. The results of these studies provide valuable insights that can be used to enhance advertising effectiveness. Additionally, the Direct Rating Method was utilized to measure audience responses to Instagram advertising content, producing highly promising results [6]. Many previous research efforts have used these methods in isolation, focusing on a single analytical viewpoint, which limits a comprehensive understanding of both communication effectiveness and behavioral responses, particularly in the Instagram context.

This research is based on this technique and aims to provide insight into the effectiveness of Instagram content and to help Kayana Creative optimize its marketing strategy. This approach is expected to contribute to the literature on digital marketing evaluation by offering an integrated framework for assessing the effectiveness of Instagram content. Considering the previously mentioned concerns, this study uses the EPIC Model and the Direct Rating Method, where the EPIC Model identifies key elements of engagement and effectiveness, and the Direct Rating Method provides direct assessments through user ratings. Since previous studies often relied on a single approach, combining both methods enables a more robust and multidimensional evaluation, addressing methodological gaps and providing a more comprehensive understanding of Instagram content effectiveness.

2. RESEARCH METHOD

This research employs the EPIC Model and the Direct Rating Method as its primary analytical approaches. These methods are used to evaluate and measure the effectiveness of the study. The stages of this research are illustrated in Figure 1.

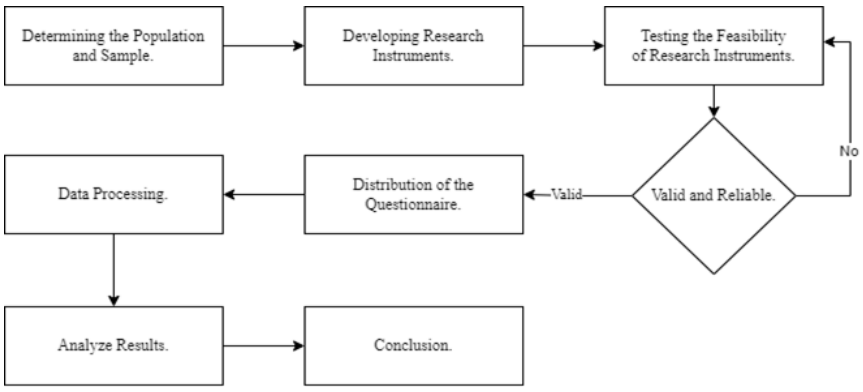

Figure 1. Stage of the research

2.1. Determining the Population and Sample

The study population consists of followers of Kayana Creative's Instagram account (@kayanacreative), including entrepreneurs or managerial personnel of cafe and restaurant businesses, selected for their relevance in evaluating digital marketing effectiveness. At the time of the research, the account had 33,567 followers. This study applies a Non-probability Sampling method using a Purposive Sampling approach [7], given the uncertainty in each population member's selection probability [8]. At the time of this research,

Kayana Creative's Instagram account (@kayanacreative) had 33,567 followers, and the Slovin method with a 10% margin of error was used to determine the sample size as shown in Equation 1. Slovin's formula estimates the required sample size (n) based on the population size (N) and the margin of error (e), and is commonly used when the population size is known. Still, other statistical parameters are unavailable, allowing researchers to achieve a desired level of precision with limited resources [9]. The sample size, population size, and margin of error percentage are incorporated. The sample size n is 99.7, so it can be rounded to 100.

$$n = \frac{N}{(1 + Ne^2)} n = \frac{33,567}{1 + 33,567.(0.10)^2} = 99.70 \quad (1)$$

2.2. Developing Research Instruments

The questionnaire is prepared by outlining each parameter of the EPIC Model and Direct Rating Method in accordance with the analytical objectives. This study uses online survey distribution via Google Forms. The survey was disseminated to the followers of the Kayana Creative Instagram account [7]. The questionnaire statements for the EPIC Model method dimension are shown in Table 1, and statements for the Direct Rating method dimension are in Table 2.

Table 1. Table of EPIC Model Dimension Statements

Dimension	Item	Statements
Empathy	E1	This Instagram content captured my interest.
	E2	This Instagram content deeply affects my emotionally.
Persuasions	P1	This Instagram content enhances my interest in the advertised service.
	P2	This Instagram content successfully persuaded me of the advantages of the service.
Impact	I1	This Instagram content made me think more deeply about the services offered.
	I2	After viewed this Instagram content, I feel more knowledgeable about the services provided.
Communication	C1	I found the facts presented in this Instagram content easily comprehensible.
	C2	This Instagram content makes me feel more positive about the brand or product being offered.

Table 2. Table of Direct Rating Method Dimension Statements

Dimension	Item	Statements
Attention	A1	This content makes me interested in learning more about the product or service.
	A2	This content stands itself from other social media content and captured my attention.
Readthroughness	R1	The information presented in this content is clear and precise.
	R2	I can quickly and easily comprehend the primary objective of the content.
Cognitive	Cg1	This content provides an in-depth explanation of the features or benefits of the service.
	Cg2	The content here furnishes me with innovative insights about the services provided.
Affective	Af1	This content makes me feel more connected to the brand or service promoted.
	Af2	The content aligns closely with my needs and preferences.
Behaviour	B1	After viewed this content, I felt compelled to visit the website for more information.
	B2	This content increases my interest in purchasing or using the promoted service.

This study uses quantitative descriptive analysis, with data evaluated using a Likert scale to measure attitudes, views, and perceptions. A 5-point scale ranging from strongly disagree to agree strongly is used because it is widely used and simple for both researchers and participants [8]. Respondents' responses are shown in Table 3. The questionnaire was developed in Google Forms using the EPIC Model and the Direct Rating Method to evaluate Instagram content effectiveness, with each item reflecting specific indicators and measured using Likert-scale weights to assess both communication effectiveness and audience response, as shown in Figure 2.

Table 3. Responses to the Likert Scale

No	Alternative Answer	Score Value
1	Strongly Disagree	1
2	Disagree	2
3	Neutral	3
4	Agree	4
5	Strongly Agree	5

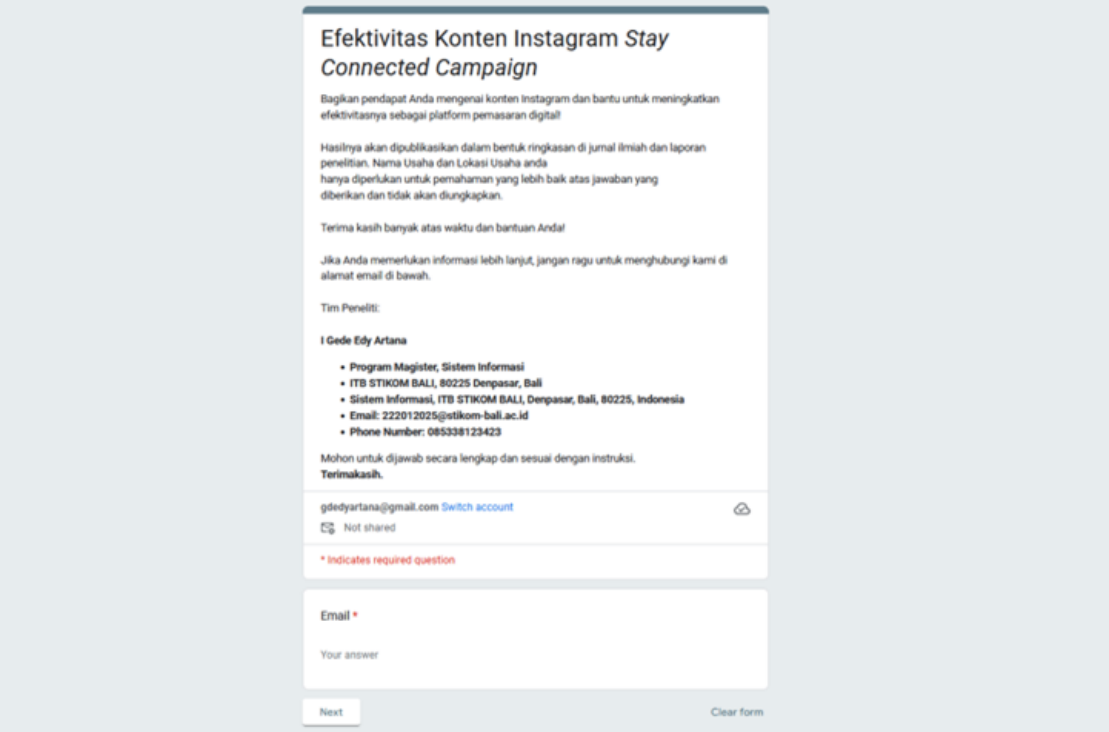

Figure 2. Display of google forms questionnaire

2.3. Testing the Feasibility of Research Instruments

Validation testing to confirm the instrument's validity for each statement item in the questionnaire to be delivered to respondents. Reliability assessment to evaluate the consistency of the questionnaire statement items utilized as instruments [9]. The instrument's feasibility test was conducted with 100 respondents who completed the provided questionnaire. The validity and reliability testing were performed using the SPSS application [10].

2.4. Distribution of the Questionnaire

The distribution of the questionnaire was carried out evenly based on the sample of respondents [9]. A random sampling technique was used to ensure that every individual in the population had an equal chance to participate in the study. Based on the calculations, a sample size of 100 respondents was determined for this research. The questionnaire was shared on Instagram Stories to reach the target demographic effectively. This method was selected because Instagram is the main platform examined in this study. By employing this distribution strategy, the researcher intended to gather responses that accurately represent users' perceptions and behaviors regarding Instagram content.

2.5. Data Processing

During data processing, each questionnaire response is analyzed to obtain scores for each dimension of the EPIC Model and the Direct Rating Method. For each dimension in the EPIC Model and the Direct Rating Method, the average score is calculated from responses to the related statement items. This average score describes the effectiveness of the content across each dimension. The relevant dimensions group data from each statement in the questionnaire.

2.6. Analyze Results

In analyzing the questionnaire, each statement is carefully assessed to produce scores that reflect respondents' views. These scores are subsequently categorized according to the dimensions of the EPIC Model and the Direct Rating Method. For the EPIC Model, the analysis focuses on four key dimensions: empathy, persuasion, impact, and communication. On the other hand, the Direct Rating Method examines responses through the lenses of attention, readthroughness, cognitive, affective, and behavioral elements. Each dimension is computed from the average Likert-scale score. This methodology provides a structured and thorough evaluation of the effectiveness of Instagram content.

The EPIC Model, developed by AC Nielsen, measures advertising effectiveness using four key dimensions: empathy, persuasion, impact, and communication to evaluate promotional success and pinpoint areas for improvement [6]. Empathy is the capacity to understand and relate to the feelings, emotions, and experiences of others from their perspective [11]. Social media users can understand the emotional impact of advertisements, even when they are initially irrelevant. Ads that align with consumer needs and evoke strong emotions enhance empathy and sharing tendencies. Consumer empathy encompasses two dimensions: cognitive, related to intellectual processes, and affective, which includes emotional reactions that may be positive, negative, pleasant, or unpleasant [4]. Persuasion changes users' beliefs, attitudes, and intentions through promotional communication, where clear and engaging content enhances interest and encourages consumers to seek more product information, ultimately influencing acceptance or change regarding an idea, product, or action. The impact of social media promotion is assessed using user interaction metrics, including opens and visits. Engaging content on social media enhances interest, encourages investigation, and affects product choice [4]. Communication is the primary objective in social media, aiming to help users understand and create a meaningful impact through content information. The communication dimension in advertising can be measured by three key factors: clarity of information compared to similar offerings, effectiveness in conveying the intended message, and audience comprehension of that message [11]. EPIC model analysis involves three steps: calculating the weighted average, defining the scale range, and determining the EPIC rate. The weighted average uses Equation 2, where x bar represents the weighted average, fi is the frequency, and wi is the weight [11]. Determining the scale range for assessing respondents' positions can be computed using the formula in Equation 3, where Rs represents the scale range, r bobot represents the difference between maximum and minimum weights, and M represents the number of weight categories [12]. The scale range created using Equation 3 is based on the maximum and minimum values of the measuring scale. The maximum value is 5, indicating "Strongly Agree," whereas the minimum value is 1, indicating "Strongly Disagree," as shown in Equation 3 and Table 4 [13].

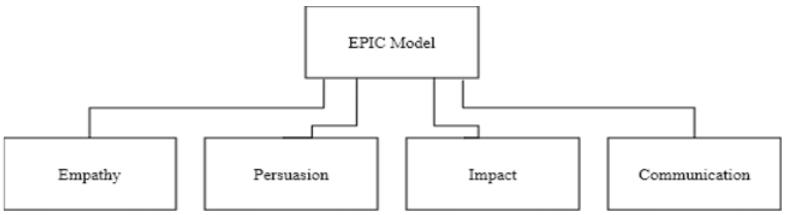

Figure 3. EPIC model framework [5]

$$\bar{x} = \frac{\sigma fi.wi}{\sigma fi} \tag{2}$$

$$Rs = \frac{R(bobot)}{M} = \frac{5-1}{5} = 0.80 \tag{3}$$

Table 4. EPIC Rate Decision Criteria

Scale	Scoring Range
Very Ineffective	1.00 — 1.80
Not Effective	1.81 — 2.60
Neutral	2.61 — 3.40
Effective	3.41 — 4.20
Highly Effective	4.21 — 5.00

$$EPIC = \frac{XE + XP + XI + XC}{4} \tag{4}$$

2.7. Direct Rating Method

The performance of an advertisement in the Direct Rating Method is assessed based on multiple variables, including its capacity to capture attention, clarity of presentation, emotional resonance, and potential to affect viewer behavior [14]. Figure 4 shows the structure of the Direct Rating Method. Attention describes the distribution pattern of focus seen from one particular piece of content [14] defined by a level of processing capacity allocated to new stimuli, which is determined by two primary factors: individual characteristics and stimulus characteristics [15]. Personal stimuli refer to individual characteristics influencing attention (desires, attitudes, flexibility, attention span), while determinant stimuli relate to physical attributes, such as size, color, intensity, contrast, position, movement, and novelty that affect comprehension and attention [16]. Readthroughness relates to the interpretation of a stimulus. The interpretation of the stimulus is contingent upon its classification and explanation, informed by learned information [15]. Cognitive influences the acceptance of a proposition through supporting arguments and counterarguments that respectively support or reject the claim [17]. Affective responses manifest as feelings and emotions generated by the stimulus. This response is crucial throughout the information processing acceptance phase [18]. The effectiveness of ads in shaping positive product attitudes is linked to consumer perceptions of the advertisement, where favorable evaluations enhance positive attitudes and unfavorable ones reduce them [15].

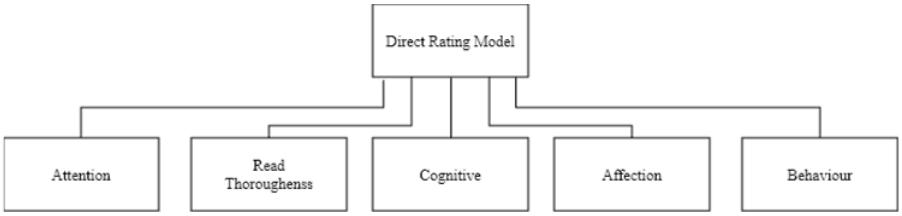

Figure 4. Direct rating method framework [15]

The stages involved in an analysis using the Direct Rating Method comprise basic tabulation analysis, average score calculation, assessment scale range determination, and calculation of the Direct Rating Method Rate. During the preliminary tabulation analysis, the questionnaire data is transformed into percentage format using the formula described in Equation 5 [14]. Let p represent the percentage of respondents within a specific category or group, fi represent the number of respondents in that category, and σfi represent the aggregate number of all respondents. The average score can be calculated using the formula provided in equation 6 [12]. Let x represent the Average score, fi represent the number of responders within a specific group or category, and wi represent the weight of the scale. The scale-range values for each variable indicate the position of respondents' answers along the scale. The computation is executed using the formula indicated in equation 8. Rs represents the scale range, R represents the difference between the maximum and minimum weights, and M represents the number of weight categories. Consequently, the scale range was calculated using the formula in equation 6, with the calculations detailed in equation 7. The magnitude of the Direct Rating Method is shown in Table 5 [19]. In determining the Direct Rating Method rate, use the formula presented in equation 8 [19]. In this context, G represents the value of each dimension item, X represents the average weight, 20 represents the maximum value of a dimension, and 5 represents the total number of dimensions (variables) in the Direct Rating Method.

Table 5. Direct Rating Method Decision Criteria

Scale	Scoring Range
Very Ineffective	1.00 — 1.80
Not Effective	1.81 — 2.60
Neutral	2.61 — 3.40
Effective	3.41 — 4.20
Highly Effective	4.21 — 5.00

$$p = \frac{\sigma fi}{\sigma fi} \times 100\% \tag{5}$$

$$Rs = \frac{R(bobot)}{M} \tag{6}$$

$$Rs = \frac{R(bobot)}{M} = \frac{5-1}{5} = 0.80 \tag{7}$$

$$G = x \times \frac{20}{5} \tag{8}$$

3. RESULT AND ANALYSIS

3.1. Respondent Characteristics

This study contains those who follow the Kayana Creative Instagram account. As many as 100 people have been selected as representatives through posts created using the Instagram Story feature. Data collection was conducted via an online questionnaire accessible at the following URL: https://s.id/KC-StayConnected. The characteristics of the study's respondents, as shown by the collected data, include gender, age, and the highest level of education completed [12]. The study's results show that 53% of respondents are female and 47% are male (see Table 6). The respondents' highest level of education is a bachelor's degree at 41%, followed by a Diploma at 32%, High School at 26%, and Postgraduate at 1%, as shown in Table 7. The analysis of the gathered data shows that among 100 respondents, the majority are in the 20 to 25-year age range, representing 18% of the total. The 25-30-year age group makes up 41%, and those over 30 also account for 41%, as shown in Table 8. Tables 9 and 10 present the results of the validity test conducted in SPSS. The results show that each statement item is valid, since it meets the validity criteria of r count $>$ r table, with a table value of 0.195.

Table 11 shows the reliability test results, showing that the 8 statements in the EPIC Model possess a Cronbach's alpha value of 0.957, indicating reliability as the value is higher than 0.6 [20]. Table 12 presents the reliability test results, showing that the 10 statements in the Direct Rating Method possess a Cronbach's alpha value of 0.957, showing reliability as the value exceeds 0.6.

Table 6. Respondent Gender

No.	Gender	Frequency	Percentage
1	Male	47	47%
2	Female	53	53%
	Total	100	100%

Table 7. Table of Respondents Education Level

No.	Education	Frequency	Percentage
1	High School	26	26%
2	Diploma	32	32%
3	Bachelor	41	41
4	Postgraduate	1	1
	Total	100	100%

Table 8. Respondents' Age

Age	Frequency (Person)	Percentage
20–25	18	18%
25–30	41	41%
>30	41	41%

Table 9. Results of the EPIC Model Validity Test

	Dimension	Item	R Table	R Count	Explanation
EPIC Model	Empathy	E1	0.195	0.833	Valid
		E2	0.195	0.825	Valid
	Persuasion	P1	0.195	0.826	Valid
		P2	0.195	0.838	Valid
	Impact	I1	0.195	0.844	Valid
		I2	0.195	0.801	Valid
	Communication	C1	0.195	0.865	Valid
		C2	0.195	0.887	Valid

Table 10. Results of the Direct Rating Method Validity Test

	Dimension	Item	R Table	R Count	Explanation
Direct Rating Method	Attention	A1	0.195	0.845	Valid
		A2	0.195	0.832	Valid
	Readthroughess	R1	0.195	0.870	Valid
		R2	0.195	0.814	Valid
	Cognitive	Cg1	0.195	0.850	Valid
		Cg2	0.195	0.876	Valid
	Affective	Af1	0.195	0.863	Valid
		Af2	0.195	0.847	Valid
	Behaviour	B1	0.195	0.834	Valid
		B2	0.195	0.868	Valid

Table 11. Results of the EPIC Model Reliability Test

Variable	Cronbach's Alpha	Explanation
EPIC Model	0.957	Reliable

Table 12. Results of the Direct Rating Method Reliability Test

Variable	Cronbach's Alpha	Explanation
Direct Rating Method	0.967	Reliable

3.2. EPIC Model Result

The measurement of advertising effectiveness uses the EPIC Model to evaluate communicative impact through four dimensions, namely Empathy, Persuasion, Impact, and Communication, each represented by questionnaire items. In advertising, empathy is the emotional response from understanding others' emotional state, measuring how well an ad generates positive feelings and engagement through its personal relevance [11]. Table 13 presents the data from experiments regarding the empathy dimension. The data in Table 13 shows the frequency of each question reflecting the empathy dimension, which is used to determine the decision position, with Equation 2 presenting the formula for its calculation. The next step is calculating the average score to evaluate the empathy dimension, where Equation 9 shows the total mean score of 4.05, categorized as effective [19].

Table 13. Empathy Dimension

Attribute	Weight	Frequency	
		E1	E2
Strongly Agree	5	27	30
Agree	4	62	59
Neutral	3	2	1
Disagree	2	6	7
Strongly Disagree	1	3	3
Total		**100**	**100**

$$XE1 = \frac{(1 \times 3) + (2 \times 6) + (4 \times 62) + (5 \times 27)}{100} = 4.0$$

$$XE2 = XE2 = \frac{(13) + (27) + (31) + (4 + 59) + (5 + 30)}{10} = 4.1 \quad (9)$$

$$XEmplathy = \frac{4.04 + 4.06}{2} = 4.05$$

The persuasion dimension explains differences in consumer engagement, influencing cognitive processes, with Table 14 showing the analysis results and Table 14 presenting frequencies used to determine the decision position through calculations based on Equation 14 [19]. The next phase calculates the average score to evaluate the persuasion dimension, where Equation 10 shows a total mean score of 4.13, categorized as effective [19].

Table 14. Persuasion Dimension

Attribute	Weight	Frequency	
		P1	P2
Strongly Agree	5	46	32
Agree	4	43	57
Neutral	3	0	1
Disagree	2	7	5
Strongly Disagree	1	4	5
Total		**100**	**100**

$$XP = \frac{(14) + (27) + (30) + (443) + (546)}{100} = 4.20$$

$$XP2 = \frac{(15) + (25) + (31) + (4 + 57) + (532)}{100} = 4.06 \quad (10)$$

$$XPersuasion = \frac{4.20 + 4.06}{2} = 4.13$$

The impact dimension evaluates an advertisement's ability to stand out and attract attention, with Table 15 presenting frequency data used to determine decision points through calculations based on Equation 2, and Equation 11 showing an average score of 4.02, categorized as effective [19].

Table 15. Impact Dimension

Attribute	Weight	Frequency	
		I1	I2
Strongly Agree	5	17	32
Agree	4	72	57
Neutral	3	0	3
Disagree	2	9	6
Strongly Disagree	1	2	2
Total		100	100

$$XI11 = \frac{(1 \times 2) + (2 \times 9) + (3 \times 0) + (4 \times 72) + (5 \times 17)}{100} = 3.93$$

$$X12 = \frac{(1 \times 2) + (2 \times 6) + (3 \times 3) + (4 \times 57) + (5 \times 32)}{100} = 4.11 XImpact = \frac{3.93 + 4.11}{2} = 4.02 \quad (11)$$

The communication dimension evaluates consumers' ability to remember, understand, and respond to the message, with Table 16 presenting frequency data calculated using Equation 2, and Equation 12 showing an average score of 3.97, categorized as effective [19].

Table 16. Communication Dimension

Attribute	Weight	Frequency	
		C1	C2
Strongly Agree	5	32	16
Agree	4	57	73
Neutral	3	2	2
Disagree	2	1	3
Strongly Disagree	1	8	6
Total		100	100

$$XC1 = \frac{(1 \times 8) + (2 \times 1) + (3 \times 2) + (4 \times 57) + (5 \times 32)}{100} = 4.04$$

$$XC2 = \frac{(1 \times 6) + (2 \times 3) + (3 \times 2) + (4 \times 73) + (5 \times 16)}{100} = 3.90 \quad (12)$$

$$XCommunication = \frac{4.04 + 3.90}{2} = 3.97$$

After collecting the results for each dimension, the next phase is to calculate the average EPIC rate. The four-dimensional variables are aggregated to determine the average EPIC rate. Table 17 presents the score tables for the four dimensions [5]. The EPIC rate is 4.04, categorized as effective, as shown in Figure 5, indicating that social media content is effective when it is understandable, aligns with users' experiences, builds trust, and encourages engagement and purchase decisions [19]. The Persuasion dimension scored the highest, indicating strong influence on audience attitudes. At the same time, Communication, though slightly lower, remains effective but could be improved through more structured storytelling, confirming that Kayana Creative's Instagram content is effective based on the EPIC Model.

Table 17. EPIC Rate

EPIC Model	Score	Conclusion
Empathy	4.05	Effective
Persuasion	4.13	Effective
Impact	4.02	Effective
Communication	3.97	Effective

$$EPICRate = \frac{4.05 + 4.13 + 4.02 + 3.97}{4} = 4.04 \quad (13)$$

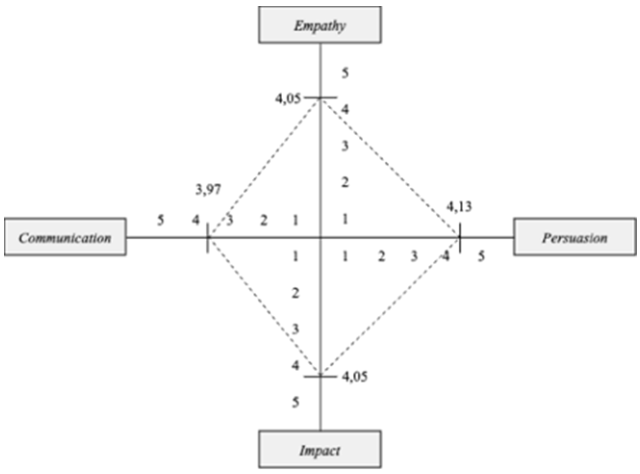

Figure 5. EPIC model content kayana creative

3.3. Direct Rating Method Result

The calculation uses the Direct Rating Method based on questionnaire data, focusing on five dimensions, where attention is defined as the initial allocation of cognitive resources to a stimulus and is influenced by stimulus and personal determinants [14]. Table 18 presents the Attention dimension results, where the mean is calculated using Equation 14, transformed to the Direct Rating Method scale using Equation 14, and yields a value of 16.06.

Table 18. Attention Dimension

Attribute	Weight	Frequency	
		A1	A2
Strongly Agree	5	32	22
Agree	4	57	68
Neutral	3	0	0
Disagree	2	8	4
Strongly Disagree	1	3	6
Total		100	100

$$
\begin{aligned}
XAt1 &= \frac{(1\times 3)+(2\times 8)+(3\times 0)+(4\times 57)+(5\times 32)}{100} = 4.07\\
XAt2 &= \frac{(1\times 6)+(2\times 4)+(3\times 0)+(4\times 68)+(5\times 22)}{100} = 3.96\\
XAttention &= \frac{4.07+3.96}{100} = 4.02\\
g &= XAttention\frac{20}{5} = 4.02\times\frac{20}{5} = 16.06
\end{aligned}
\tag{14}
$$

Understanding refers to the reception of a stimulus. Results of the Readthroughness dimension analysis are presented in Table 19. The mean value of Readthroughness is determined using Equation 6. The mean Readthroughness score is transformed into the Direct Rating Method scale as delineated in equation 15. The calculated value for the Readthroughness dimension is 16.30.

Table 19. Readthroughness Dimension

Attribute	Weight	Frequency	
		RT1	RT2
Strongly Agree	5	29	37
Agree	4	60	53
Neutral	3	2	0
Disagree	2	1	7
Strongly Disagree	1	8	3
Total		100	100

$$
\begin{aligned}
XRt1 &= \frac{(1\times 3)+(2\times 1)+(3\times 2)+(4\times 60)+(5\times 29)}{100} = 4.01\\
XRt2 &= \frac{(1\times 3)+(2\times 7)+(3\times 0)+(4\times 53)+(5\times 37)}{100} = 4.14\\
XReadthroughness &= \frac{4.01+4.14}{100} = 4.08\\
g = XReadthroughness &= \frac{20}{5} = 4.08\times\frac{20}{5} = 16.30
\end{aligned}
\tag{15}
$$

Cognitive response determines the acceptance of a statement [17]. The Cognitive dimension results are presented in Table 20, where frequencies are calculated using Equation 6 to determine the decision position, and the mean score is transformed into the Direct Rating Method scale as shown in Equation 16 [15]. The calculated value of the Cognitive dimension is 15.86.

Table 20. Cognitive Dimension

Attribute	Weight	Frequncy	
		Cg1	Cg2
Strongly Agree	5	21	23
Agree	4	69	66
Neutral	3	1	1
Disagree	2	4	4
Strongly Disagree	1	5	6
Total		100	100

$$
\begin{aligned}
XCg1 &= \frac{(1\times 5)+(2\times 4)+(3\times 1)+(4\times 69)+(5\times 21)}{100}\\
XCg2 &= \frac{(1\times 6)+(2\times 4)+(3\times 1)+(4\times 66)+(5\times 23)}{100} = 3.96\\
XCognitive &= \frac{3.97+3.96}{100} = 3.97\\
g &= XCognitive\frac{20}{5} = 3.97\times\frac{20}{5} = 15.86
\end{aligned}
\tag{16}
$$

Affective response refers to the emotions and feelings generated by a stimulus. Affective response is important during the information reception phase [17]. The Affective response results are presented in Table 21, where frequencies are calculated using Equation 6 to determine the choice position, and the mean score is converted into the Direct Rating Method scale as shown in Equation 17 [15]. The result of the Affective dimension calculation is 16.18.

Table 21. Affective Dimension

Attribute	Weight	Frequency	
		Af1	Af2
Strongly Agree	5	22	38
Agree	4	68	51
Neutral	3	0	1
Disagree	2	4	6
Strongly Disagree	1	6	4
Total		100	100

$$
\begin{aligned}
XAf1 &= \frac{(1\times 6)+(2\times 4)+(3\times 0)+\times(4\times 68)+(5\times 22)}{100} = 3.96\\
XAf2 &= \frac{(1\times 4)+(2\times 6)+(3\times 1)+\times(4\times 51)+(5\times 38)}{100} = 3.96\\
XAffective &= \frac{3.96+4.13}{100} = 4.05\\
g &= XAffective\frac{20}{5} = 4.05\times\frac{20}{5} = 16.18
\end{aligned}
\tag{17}
$$

The Behavior dimension measures an advertisement's ability to generate favorable attitudes, with results shown in Table 22, where frequencies are calculated using Equation 18 to determine decision positions and the average score is converted into the Direct

Rating Method scale as presented in Equation 18 [15]. Based on the calculation results, the value for the Behavior dimension is 16.08.

Table 22. Behavior Dimension

Attribute	Weight	Frequency	
		B1	B2
Strongly Agree	5	32	22
Agree	4	57	67
Neutral	3	1	1
Disagree	2	7	5
Strongly Disagree	1	3	5
Total		100	100

$$
\begin{aligned}
XB1 &= \frac{(1\times 3)+(2\times 7)+(3\times 1)+(4\times 57)+(5\times 32)}{100} = 4.08 \\
XB2 &= \frac{(1\times 5)+(2\times 5)+(3\times 1)+(4\times 67)+(5\times 22)}{100} = 3.96 \\
XBehaviour &= \frac{4.08+3.96}{100} = 4.02 \\
g = XBehaviour &= \frac{20}{5} = 4.02\times\frac{20}{5} = 16.08
\end{aligned}
\tag{18}
$$

After obtaining the results for each dimension from the Direct Rating Method, the next step is to determine the Direct Rating Method rate. The five-dimensional values are combined to generate the Direct Rating Method rating value, as shown in equation 19 [15] shows Direct Rating Rate is 80.48. Figure 6 shows that the content qualifies as an excellent advertisement when it falls within the Direct Rating scale range.

$$
\begin{aligned}
&\text{DRM Rate} = XAttemtion + XReadthroughness + XCognitive + XAffective + XBehaviour \\
&\text{DRM Rate} = 16.06 + 16.30 + 15.86 + 16.08 = 80.48
\end{aligned}
\tag{19}
$$

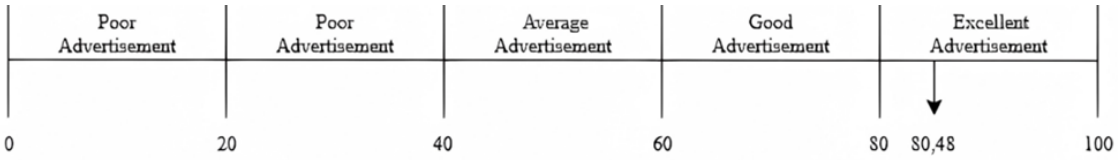

Figure 6. Direct Rating Method Scale [7]

3.4. ANALYSIS

The results show an average empathy score of 4.05, indicating emotional relevance, and a persuasion score of 4.13, indicating strong encouragement to act, while previous research by Ernestivita and Subagyo reported an effective persuasion score with an average of 3.59 [21]. This advertising effectively increases viewer interest, encouraging deeper engagement and actions such as purchases or participation, with findings showing a similar pattern to previous research by Suryaningsih and Kristian, which also reported that advertising evaluated using the EPIC Model falls within the effective category despite different contexts and populations, with impact scoring 4.02 and communication 3.97, and an overall EPIC rate of 4.04, placing Kayana Creative's Instagram content in the effective range of 3.41 to 4.20, indicating that all EPIC Model dimensions are effective. The results of this study are in line with the previous research conducted by Prautami [22] and Ernestivita [21]. The Direct Rating Method encompasses five dimensions: Attention, Readthroughness, Cognitive, Affective, and Behavior responses to advertisements [23]. The results show an attention mean score of 4.02 and a readthroughness score of 4.08, both within the effective range of 3.41 to 4.20, with readthroughness being

the highest among the five DRM dimensions, indicating that Kayana Creative's Instagram content effectively captures attention and communicates messages [23]. The results of this study align with the prior research authored by Fitriani and Pujiyanto [8]. The cognitive response dimension has an average score of 3.97, which falls within the effective range of 3.41 to 4.20, indicating the effectiveness of Kayana Creative's Instagram content [21]. The affective response dimension has an average score of 4.05, and the behavior dimension 4.02, both within the effective range of 3.41 to 4.20, indicating the effectiveness of Kayana Creative's Instagram content[15, 23]. The study of the Direct Rating Method generated a Direct Rating value (g) of 80.48. A score of 80.48 is within the range of 80 to 100, indicating that the advertisement content is classified as an "Excellent Advertisement." [8]. This proves that the advertising content from Kayana Creative is highly effective in attracting attention and influencing the audience. The results of this study align with the prior research conducted by Fadilah and Andriana [15]. Upon comparing the EPIC Model with the Direct Rating Method, a consistent pattern emerges: Communication in EPIC aligns with Readthroughness, and Persuasion with Behavioral response, highlighting message clarity and persuasive delivery as key factors of effectiveness; slightly lower Communication and Cognitive scores suggest the need for improved message structure and clarity.

4. CONCLUSION

This study assesses Instagram content effectiveness for Kayana Creative using the EPIC Model and Direct Rating Method, both showing positive effects with rates of 4.04 and 80.48, categorized as effective. The findings highlight Persuasion and Readthroughness as key dimensions, indicating strong influence on audience behavior and message clarity, while emphasizing the importance of continuous innovation, adaptation to trends, and audience feedback to enhance engagement and conversions. However, the study is limited to a single account and self-reported data, suggesting that future research should expand its scope, use multiple platforms, and integrate additional variables and methods to improve generalizability and deepen insights.

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6. DECLARATIONS

AI USAGE STATEMENT

In preparing this manuscript, the authors used ChatGPT (OpenAI) to improve the language and clarity of the text. Following the use of this tool, the authors carefully assessed and refined the content as necessary and accepted full responsibility for the material published.

AUTHOR CONTIBUTION

Author 1 proposed the idea and drafted the manuscript. We thank Author 2 for their valuable contributions, including the submission of innovative methods and constructive criticism of the manuscript. We thank Author 3 for carefully analyzing the data and providing valuable insights.

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COMPETING INTEREST

The authors state that they have no conflicts of interest or personal relationships that could have affected the research presented in this paper.

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