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# The Effectiveness of Using Instagram in Increasing Public Trust Among Followers of Cita Entertainment's Account

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ABSTRAKSI

Abstrak:

Penelitian ini bertujuan untuk mengevaluasi efektivitas penggunaan Instagram dalam meningkatkan kepercayaan publik pada pengikut akun Cita Entertainment. Metode yang digunakan adalah kuantitatif deskriptif dengan menerapkan teori EPIC Model yang mencakup empat elemen: Empati, Persuasi, Dampak, dan Komunikasi. Variabel yang diteliti terdiri dari penggunaan Instagram dan peningkatan kepercayaan publik. Data diperoleh melalui survei online yang melibatkan pengikut akun Cita Entertainment sebagai responden. Hasil analisis menunjukkan bahwa penggunaan Instagram berkontribusi signifikan terhadap peningkatan kepercayaan publik. Aspek empati dan komunikasi memiliki pengaruh terbesar dalam membangun kepercayaan, sementara persuasi dan dampak juga memberikan kontribusi positif. Kesimpulannya, strategi konten yang efektif di Instagram dapat meningkatkan kepercayaan publik, sehingga platform ini dapat dijadikan alat penting bagi Cita Entertainment dalam membangun hubungan yang lebih kuat dengan pengikutnya. Penelitian ini menyarankan penggunaan pendekatan EPIK Model secara berkelanjutan untuk memaksimalkan kepercayaan publik melalui media sosial.

*Keywords:*
*Cita Entertainment*
*Instagram*
*EPIC Model Theory*

Abstract:

This study aims to evaluate the effectiveness of using Instagram in enhancing public trust among followers of the Cita Entertainment account. The method used is descriptive quantitative, applying the EPIC Model theory, which includes four elements: Empathy, Persuasion, Impact, and Communication. The variables examined consist of Instagram usage and the increase in public trust. Data were obtained through an online survey involving followers of the Cita Entertainment account as respondents. The analysis results show that Instagram usage significantly contributes to the increase in public trust. The aspects of empathy and communication have the greatest influence in building trust, while persuasion and impact also contribute positively. In conclusion, effective content strategies on Instagram can enhance public trust, making the platform an important tool for Cita Entertainment in building stronger relationships with its followers. This study recommends the continuous use of the EPIC Model approach to maximize public trust through social media.

## I. Introduction

In the rapidly evolving digital era, social media has become a crucial tool for many companies and individuals to build and maintain relationships with their audience.(Alivia et al., 2023) Instagram, as one of the most popular social media platforms, offers various features that allow users to interact visually and directly with their followers.(Aurora & Arianto, 2023) Cita Entertainment, as an account in the entertainment industry, uses Instagram for more than just

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sharing content. Through the right strategies, Cita Entertainment aims to enhance public trust among its audience. This trust is not only important for maintaining follower loyalty but also for expanding the account's reach and influence. By implementing the EPIC model, Cita Entertainment can optimally utilize Instagram to increase public trust among its followers.

The EPIC model is "one of the tools for measuring advertising effectiveness with a communication approach developed by AC Nielsen, one of the world's leading marketing research companies, covering four critical dimensions:(Dosinaen & Sastika, 2018) Empathy, Persuasion, Impact, and Communication." Data processing in the EPIC model is carried out with simple tabulation analysis and mean scores, which are then converted into the EPIC model scale range.(Haryani & Fauzar, 2021).

The EPIC model method presents a separate assessment for each aspect, allowing weaknesses to be easily identified and addressed. By using the EPIC model, the strengths of an object under study can also be seen, facilitating the evaluation of improvements in the most effective dimensions. Based on this explanation, the researcher also aims to identify the most dominant factors in increasing public trust in the Instagram account @citaentertainment. Additionally, the use of the EPIC model in this research is due to the similarity between content research on social media and the form of research to be conducted by the researcher on the Instagram account of Cita Entertainment, both of which measure the effectiveness and impact of the content. The content in this study includes event and show promotion reels, exclusive content or teasers, as well as promotional content for services and products in handling an event, aimed at increasing public trust.

The purpose of using the EPIC model is to understand the role of each dimension empathy, persuasion, impact, and communication in determining the effectiveness of promotions, thereby identifying the dimension that has weaknesses in achieving goals and formulating new strategies to address those weaknesses (Budianto, 2017).

Empathy relates to the emotional aspect that provides information on whether consumers like the advertisement and describes how consumers see the relationship between the advertisement and themselves.(Chandra et al., 2022) In this study, the empathy dimension measures the level of liking among the followers of the Instagram account @citaentertainment in increasing public trust, involving both affective and cognitive aspects.

Persuasion informs what an advertisement can offer to enhance or reinforce a brand's character, enabling advertisers to understand the impact of the advertisement on consumers' desire to purchase and providing insights into the advertisement's ability to develop brand appeal.(Amira & Nurhayati, 2019) This dimension involves both affective (feelings) and cognitive (thoughts, knowledge, and experience) aspects.

Impact shows whether a brand can stand out compared to other brands in the same category and whether an advertisement can engage consumers in the message delivered. The desired impact from the advertisement is the amount of product knowledge achieved by the consumers through their level of involvement with the product and their understanding of the selection process (Amira and Nurhayati, 2019). In this study, the persuasion dimension measures the degree of change in trust, attitude, and behavioral intentions caused by the communication carried out by Cita Entertainment on its Instagram account.

Communication provides information on the consumers' ability to remember the main message delivered, their understanding of the message, and the strength of the impression left by the message (Amira and Nurhayati, 2019).

This research aims to determine the effectiveness of the Instagram account @citaentertainment in its efforts to increase public trust. The researcher seeks to address this issue using the EPIC modeling approach.

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## II. Research Methods

The methodology for this research combines quantitative and descriptive research methods. In this study, the descriptive method is used to describe the effectiveness of the Cita Entertainment Instagram account in increasing public trust using the EPIC Model. Descriptive research uses sample or population data to describe or provide an overview of the subject being investigated without conducting analysis or drawing generalizable conclusions (Sugiyono, 2011). The object of this research is the perception of followers regarding the effectiveness of the Cita Entertainment Instagram account in enhancing public trust. The variable in this study is the effectiveness of the Cita Entertainment Instagram account. The purpose of this research is to measure the effectiveness of the Cita Entertainment Instagram account in increasing public trust. To evaluate the effectiveness of the account, the researcher uses the EPIC Model method (Empathy, Persuasion, Impact, and Communication).

The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions.(Sugiyono, 2011) The population in this study is the followers of the Cita Entertainment Instagram account, which, as of March 2024, amounts to 16,000 followers.

The sample is a portion of the population that will be taken for research, and the research results are used as a representation of the entire population.(Rohmah & Rahmawati, 2023) Thus, the sample can be stated as a part of the population taken with a specific technique or method for research and generalization to the population. This study uses purposive sampling technique, a technique for determining the sample with certain considerations or specific selections.(Sandu Siyoto, 2015) One method used to determine the sample size is the Slovin formula. In this research, the researcher uses the Slovin formula because the population is known.(Rachmat Kriyantono, 2009) The population in this study is the followers of the Cita Entertainment Instagram account, which amounts to 16,000 as of March 2024. Therefore, the sample in this study, using the Slovin formula, is:

Slovin's Formula: n = N / (1 + (e^2))

Explanation:

n = sample size

N = population size

e = margin of error (error tolerance), which is the acceptable error level in a certain confidence level. According to the established research standards, a 10% error rate is used in the calculation.

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{16.000}{1 + 16.000(0{,}1)^2}$$

$$n = \frac{16.000}{1 + 16.000(0{,}01)^2}$$

$$n = \frac{16.000}{1 + 160}$$

$$n = \frac{16.000}{161}$$

$$n = 99{,}37$$

After applying the formula, the calculated sample size is 99.37, which is rounded to 100 respondents.

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The primary data source is data obtained directly from the main sources in the research.(Suryani, 2015) This data will be collected by distributing questionnaires to the followers of the Cita Entertainment Instagram account to measure the effectiveness of the Instagram account in increasing public trust. The type of questionnaire used will be distributed online through Google Forms to the followers of the Cita Entertainment Instagram account.

The secondary data source is data obtained in the form of works published by others. The secondary data in this research will be gathered from literature sources: books, journals, articles, theses, and other publications.

The research instrument is a tool used to collect data and measure observed social phenomena. Therefore, the research instrument aims to gather more in-depth information related to the problems being studied in the research. In this study, the instrument is used to obtain accurate data using a scale. The scale used in this research is the Likert Scale, which measures attitudes, opinions, and perceptions related to social issues.(Sugiyono, 2011)

The rating scale is as follows:

Strongly Disagree = 1

Disagree = 2

Neutral = 3

Agree = 4

Strongly Agree = 5

Table 1. Grid of Variable Instrument

| Variabel | Dimensions | Indicator | Points |
|---|---|---|---|
| The Effectiveness of the Cita Entertainment Instagram Account | *Empathy: Affect (feeling) Cognition (thinking)* | - Cita Entertainment understands the needs and concerns of its followers.<br>- Cita Entertainment shows care for its followers.<br>- Cita Entertainment is open to feedback from its followers. | 1-3 |
| | *Persuasion: Change in trust Attitude Behavioral intention* | -The information and arguments presented by Cita Entertainment are logical and credible.<br>-Cita Entertainment uses language that is easy for its followers to understand.<br>-Cita Entertainment is able to build trust with its followers. | 4-7 |
| | *Impact: Product knowledge Engagement* | -The content shared by Cita Entertainment has a positive impact on its followers.<br>-Followers perceive benefits from this content.<br>-Followers believe that Cita Entertainment is committed to entertaining and inspiring them. | 8-10 |
| | *Communication: Ability to remember the message Understanding by the audience Strength of the message* | -Cita Entertainment communicates openly and transparently with its followers.<br>-Cita Entertainment is easily accessible to its followers.<br>-Cita Entertainment uses various communication channels to reach its followers. | 11-13 |

Data Collection Techniques in This Research:

Questionnaire : A questionnaire is a list of questions that must be filled out by research respondents to gather comprehensive information about a problem without the respondents feeling

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concerned about answering the questions.(Rachmat Kriyantono, 2009) The questionnaire method in this research involves Likert scale questions created and distributed by the researcher to the respondents, who are the followers of the Cita Entertainment Instagram account, to assess the account's effectiveness in increasing public trust.

Observation : Observation is a data collection activity conducted through direct observation.(Syofian Siregar, 2013) This research uses non-participant observation, where the researcher does not participate directly but uses questionnaires to collect data from the respondents, who are the followers of the Cita Entertainment Instagram account.

Documentation : Documentation comes from the word "document," which means written items.(Iwan Setiawan, 2019) These written items include books, magazines, documents, regulations, diaries, meeting minutes, and so on. The documents in this research include books, journals, theses, and other materials related to the researcher's discussion.

Data Processing Techniques : The data processing method uses SPSS.(Syofian Siregar, 2013) 1) Data Coding. Data coding is the process of systematically organizing raw data (found in the questionnaires) into a form that can be easily read by data processing machines such as computers. 2) Data Entering. Data entering involves transferring the coded data into a data processing machine. This is done by creating a coding sheet. 3) Data Cleaning. Data cleaning ensures that all the data entered into the data processing machine accurately reflects the original data. 4) Data Output. Data output is the result of data processing. 5) Data Analyzing. Data analyzing is a continuation of the data processing process, involving interpreting the data. 6) Hypothesis Testing. Hypothesis testing within the analysis section involves performing tests on the hypothesis.

## III. Data Analysis and Result

### *A. Validity and Reliability of the Questionnaire*

Validity is an index of the accuracy of a measurement. Data is considered valid if the measuring instrument accurately measures what it is intended to measure. The validity test is conducted using SPSS software and analysed with the product moment correlation. This statistical technique is used to determine the correlation coefficient or the strength of the degree of relationship and to provide a hypothesis about the relationship between variables with other intervals. This technique is used without considering whether one variable depends on another.(Rachmat Kriyantono, 2009)

$$r_{xy} = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2}\sqrt{N\sum Y - (\sum Y)^2}}$$

Explanation:

r = Correlation coefficient between the item and the total

n = Number of individuals in the sample

X = Raw score for variable X

Y = Raw score for variable Y

Table 2. Table 2: Validity Test Results

| Group | Item | Validity | | |
|---|---|---|---|---|
| | | r tabel | Correlation (r count) | Explanation |
| E | E1 | 0,195 | 0,679 | Valid |
| | E2 | 0,195 | 0,689 | Valid |
| | E3 | 0,195 | 0,781 | valid |

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| | | | | |
|---|---|---|---|---|
| P | P1 | 0,195 | 0,679 | Valid |
| | P2 | 0,195 | 0,652 | Valid |
| | P3 | 0,195 | 0, 796 | Valid |
| I | I1 | 0,195 | 0,745 | Valid |
| | I2 | 0,195 | 0,703 | Valid |
| | I3 | 0,195 | P,714 | Valid |
| C | C1 | 0,195 | 0,680 | Valid |
| | C2 | 0,195 | 0,665 | Valid |
| | C3 | 0,195 | 0,697 | Valid |
| | C4 | 0,195 | 0,667 | valid |

Based on the table above, the critical value of r (r table) with 100 respondents and a margin of error of 10% is 0.195. The calculated r values for the questions are as follows: E1: 0.679,E2: 0.689,E3: 0.781, P1: 0.679, P2: 0.652, P3: 0.796, I1: 0.745, I2: 0.703, I3: 0.714, C1: 0.680, C2: 0.665, C3: 0.697 C4: 0.667 All these r values (0.652 - 0.796) are greater than the r table value of 0.195, indicating that all items in the dimensions of Empathy, Persuasion, Impact, and Communication are valid. This conclusion is based on the rule that a variable is considered valid if the calculated r value (r hitung) is greater than the r table value (r tabel).(Ridwan, n.d.)

Reliability is an index that indicates the consistency of measurement results when measurements are repeated at different times using the same measuring instrument. Thus, data is considered reliable if it produces the same results even when measured multiple times.(Syofian Siregar, 2013) In this research, the reliability test uses the Cronbach's Alpha method as follows:

Table 3. Reliability Statistics

| Cronbach's Alpha | N of Items |
|---|---|
| .867 | 13 |

The Alpha coefficient value is 0.867 for 13 questions. Therefore, 0.867 > 0.6, which means that this research instrument is RELIABLE and can be used as a data collection tool. The Cronbach's Alpha coefficient is used to assess the reliability of the instrument measuring the public trust level among the followers of Cita Entertainment. An instrument is considered reliable if the Cronbach's Alpha coefficient is greater than 0.60. Da'wah Website Arrahmah.id

*B. Analysis Techniques*

The following are the analysis techniques used in this research:

Simple Tabulation Analysis In simple tabulation analysis, the data obtained is processed into percentage form.

$$p = \frac{fi}{\sum fi} \times 100\%$$

Explanation:

Percentage (P): Percentage of respondents in a specific category.

fi: Number of respondents in a specific category.

∑fi: Total number of respondents.

Mean Score: The score of respondents' answers to the given questions will be weighted. The calculation of the score is as follows:

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$$= \frac{\sum f_i x_i}{\sum f_i}$$

X: Average Weight

Fi: Frequency of responses.

Wi: Weight assigned to each response.

Afterwards, a research scale range was used to determine the respondents' answer positions using the score values of each variable. The alternative answer weights formed from the ranking scale technique range from 1 to 5, depicting positions from very negative to positive. Next, the scale range is calculated using the following formula:

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

Explanation:

R (weight): the largest weight - the smallest weight

M: number of weight categories

The Likert scale used in this study ranges from 1 to 5, thus the assessment scale range obtained is:

$$Rs = \frac{5-1}{5} \models 0{,}8$$

Table 4. Decision Positions

| Skor | Predicate |
|---|---|
| 1,00 s.d -1,80 | Strongly disagree |
| 1,80 – 2,60 | Don't agree |
| 2,60 – 3,40 | Quite agree |
| 3,40 – 4,20 | Agree |
| 4,20 – 5,00 | Totally agree |

The study using the EPIC MODEL will be analyzed per dimension using the average score method.

EPIC Rate Formula =

$$\frac{X\ empati + X\ persuasi + X\ dampak + X\ komunikasi}{N}$$

## C. *Disscussion*

This chapter will discuss the use of Instagram and the level of public trust.

### *1) Instagram Usage*

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Table 5. Frequency Table of Posts, Content Types, and Interactions of Cita Entertainment Account

| No | Explanation | f | (%) |
|---|---|---|---|
| ***A*** | ***Posting Frequency*** | | |
| 1 | Maret | 12 | 19,3 |
| 2 | April | 21 | 33,9 |
| 3 | Mei | 29 | 46,8 |
| | amount | 62 | 100,0 |
| ***B*** | ***Content type*** | | |
| 1 | Post | 6 | 9,7 |
| 2 | Story | 37 | 59,7 |
| 3 | Reels | 19 | 30,6 |
| | amount | 62 | 100,0 |
| ***C*** | ***Interaction*** | | |
| 1 | Like | 10981 | 94,9 |
| 2 | Comment | 100 | 0,9 |
| 3 | Share | 166 | 1,4 |
| 4 | Save | 325 | 2,8 |
| 5 | amount | 11572 | 100,0 |

Based on the table above, the highest posting percentage was in May at 46.8%, followed by April at 33.9%, and the lowest in March with a percentage of 19.3%. The frequency of content types on the Cita Entertainment account has the highest percentage for stories at 59.7%, followed by reels at 30.6%, and posts at 9.7%. In terms of Instagram usage effectiveness among Cita Entertainment followers, stories are preferred over reels and posts. The highest interaction frequency on the Cita Entertainment Instagram account is likes at 94.9%, followed by comments at 100%, shares at 1.4%, and saves at 2.8%.

Overall, this data indicates that Cita Entertainment's content strategy, which focuses on stories and reels, is effective in attracting attention and interaction from followers. May was the peak posting activity. Although likes and comments show high interaction, shares and saves are still relatively low, providing room for strategy improvement to encourage more sharing and saving of content by followers. Future strategies could consider enhancing the quality of content to be more informative and engaging, so followers are motivated to share and save it. Every person certainly has varying needs, and these needs differ between individuals. According to Krech, Crutchfield, and Ballachey, "the emergence of needs in each person is influenced by their physiological conditions, situations, and cognition." Everyone needs and fulfills their information needs by adjusting content that they like, according to Katz, Gurevitch, and Haas, including cognitive, affective, personal integration, social integration, and imaginative needs.(Ni'matul Rohmah, 2020)

*2) Public Trust Level*

The Most Dominant Dimension of the EPIC Model in Enhancing Public Trust in the Cita Entertainment Instagram Account.

This research employs the EPIC Model measurement consisting of four critical dimensions: empathy, persuasion, impact, and communication. The EPIC Model method presents the research separately for each dimension, facilitating the identification and addressing of weaknesses. By using the EPIC Model, strengths of the researched object can be identified, making it easier to evaluate improvements in the most effective dimensions. Research using the EPIC Model generates scores for each dimension.

Based on the research findings and calculations conducted by the researcher, the empathy dimension obtained a cumulative average score of 4.37, persuasion dimension scored 4.35, impact dimension scored 4.35, and communication dimension scored 4.40.

The following discussion presents the research findings for each dimension based on the earlier calculations and the relevance of the research to the theory used, namely the EPIC Model.

Table 6. Tabulation results of *Empathy* Dimensions

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| Scale | Weight | Frequency | | |
|---|---|---|---|---|
| | | ***E1*** | ***E2*** | ***E3*** |
| Strongly disagree | 1 | 0 | 0 | 0 |
| Don't agree | 2 | 0 | 0 | 0 |
| Quite agree | 3 | 6 | 14 | 9 |
| Agree | 4 | 41 | 42 | 49 |
| Totally agree | 5 | 53 | 44 | 42 |
| Number of frequencies | | 100 | 100 | 100 |
| Weight average (X) | | 4.47 | 4.30 | 4.33 |
| X(E) 4.37 | | | | |

The analysis of the empathy dimension shows that it falls within the effective scale range, with an average score of 4.37. Therefore, this dimension indicates that the Cita Entertainment Instagram account is very effective in enhancing public trust through the followers' liking of the account. This dimension also demonstrates that respondents consider the Cita Entertainment Instagram account to be positive based on the information posted on the Cita Entertainment account as a medium for communication, information, entertainment, and event organization.

These findings are consistent with the EPIC Model theory on the empathy dimension, as presented by Durianto, which states that a marketing communication is considered effective if the public evaluates it positively and likes it based on affective (emotional) and cognitive (thinking) aspects.(Darmadi Durianto, Sugiarto, Anton Wachidin Widjaja, n.d.)

Table 7. Tabulation results of *Persuasion* Dimensions

| Scale | Weight | Frequency | | |
|---|---|---|---|---|
| | | ***P1*** | ***P2*** | ***P3*** |
| Strongly disagree | 1 | 0 | 0 | 0 |
| Don't agree | 2 | 0 | 0 | 1 |
| Quite agree | 3 | 11 | 12 | 10 |
| Agree | 4 | 42 | 40 | 43 |
| Totally agree | 5 | 47 | 48 | 46 |
| Number of frequencies | | 100 | 100 | 100 |
| Weight average (X) | | 4.36 | 4.36 | 4.34 |
| X(P) 4.35 | | | | |

The analysis of the persuasion dimension indicates that it falls within the effective scale range, with an average score of 4.35. This shows that the Cita Entertainment Instagram account is effective in increasing public trust, as evidenced by changes in the beliefs, attitudes, and actions of its followers. This dimension also demonstrates that respondents perceive the Cita Entertainment Instagram account as trustworthy in disseminating information, providing entertainment, and educating the public in the entertainment field.

These findings align with the EPIC Model theory on the persuasion dimension as presented by Durianto, which states that a form of marketing communication is considered effective if it can change a person's beliefs, attitudes, and actions through the messages conveyed.(Darmadi Durianto, Sugiarto, Anton Wachidin Widjaja, n.d.)

Table 8. Tabulation results of *Impact* Dimensions

| Scale | Weight | Frequency | | |
|---|---|---|---|---|
| | | ***I1*** | ***I2*** | ***I3*** |
| Strongly disagree | 1 | 0 | 0 | 0 |
| Don't agree | 2 | 0 | 1 | 0 |
| Quite agree | 3 | 11 | 8 | 13 |
| Agree | 4 | 44 | 43 | 40 |
| Totally agree | 5 | 45 | 48 | 47 |
| Number of frequencies | | 100 | 100 | 100 |
| Weight average (X) | | 4.34 | 4.38 | 4.34 |
| X(E) 4.35 | | | | |

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The analysis of the impact dimension shows that it falls within the effective scale range, with an average score of 4.35. This indicates that the Cita Entertainment Instagram account is effective in increasing public trust based on the respondents' knowledge of the account through each of its posts.

This dimension also shows that followers of the Cita Entertainment Instagram account are aware of developments and information about events, positioning the account as the best event organizer center in Surabaya.

These findings are consistent with the EPIC Model theory regarding the impact dimension as presented by Durianto, which states that a form of marketing communication is considered effective if the public is deemed to have knowledge of the message conveyed through their level of involvement in the communication process.(Darmadi Durianto, Sugiarto, Anton Wachidin Widjaja, n.d.)

Table 9. Tabulation results of *Communication* Dimensions

| **Scale** | **Weight** | **Frequency** | | | |
|---|---|---|---|---|---|
| | | ***C1*** | ***C2*** | ***C3*** | ***C4*** |
| Strongly disagree | 1 | 0 | 0 | 0 | 0 |
| Don't agree | 2 | 0 | 1 | 1 | 0 |
| Quite agree | 3 | 6 | 11 | 8 | 8 |
| Agree | 4 | 42 | 39 | 47 | 40 |
| Totally agree | 5 | 52 | 49 | 44 | 52 |
| Number of frequencies | | 100 | 100 | 100 | 100 |
| Weight average (X) | | 4.46 | 4.36 | 4.34 | 4.44 |
| X(C) 4.40 | | | | | |

The analysis of the communication dimension shows that it falls within the very effective scale range, with an average score of 4.40. This indicates that the Cita Entertainment Instagram account is highly effective in increasing public trust based on message recall strength, understanding, and impressions from each post.

This dimension also shows that followers of the Cita Entertainment account are able to remember the messages conveyed through the posts and understand the meaning of each message. Additionally, data from the followers indicate that they are impressed by the photos, videos, and captions of the posts. This is evident from each post on the Cita Entertainment Instagram account, which always features interesting captions that prompt readers to respond or comment. The videos are also of high quality, leaving a lasting impression on the followers.

These findings are consistent with the EPIC Model theory regarding the communication dimension as presented by Durianto, which states that a form of marketing communication is considered effective if the public can remember the message conveyed, understand the content of the message, and be impressed by the form of marketing communication.(Darmadi Durianto, Sugiarto, Anton Wachidin Widjaja, n.d.)

## IV. Conclusion

Based on the analysis of the discussion regarding the use of Instagram, Cita Entertainment's content strategy on Instagram shows significant effectiveness in attracting follower interaction. Posting activity was highest in May, with 46.8% of total posts, while March had the lowest activity at 19.3%. The most frequently used content type was stories (59.7%), followed by reels (30.6%), and posts (9.7%).

The effectiveness of Instagram use by Cita Entertainment followers was higher for stories, followed by reels, and then posts. Interaction frequency shows that likes and comments dominate, with percentages of 94.9% and 100%, respectively, while shares and saves are still low at 1.4% and 2.8%.

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Overall, the focus on stories and reels has proven effective in attracting followers' attention and interaction. However, there is room for improvement, particularly in enhancing content that is more informative and engaging to encourage followers to share and save the content more frequently.

Understanding the varied information needs of each individual can help in tailoring content to meet the cognitive, affective, personal integration, social integration, and imaginative needs of followers. This strategy ensures that the content presented not only attracts attention but also fulfills the diverse information needs of followers.

Based on the analysis of the discussion regarding the effectiveness of Cita Entertainment's Instagram account in increasing public trust using the EPIC Model, the following conclusions can be drawn: In this study, the empathy dimension has the second-highest average score among the four dimensions (persuasion, impact, and communication) with an average score of 4.37. Therefore, the empathy dimension falls into the very effective scale range (4.20-5.00). This indicates that the Cita Entertainment Instagram account has high appeal, resulting in a positive assessment from the public in terms of both affection (feelings) and cognition (thoughts). Based on the data analysis using the EPIC Model, the Cita Entertainment Instagram account is deemed very effective in implementing information transparency to increase public trust, with an average score of 4.35.

According to the data analysis using the EPIC Model, the Cita Entertainment Instagram account is considered very effective in sharing entertaining and educational content, allowing followers to benefit from and be both inspired and entertained. The average score is 4.35. Based on the data analysis using the EPIC Model, the Cita Entertainment Instagram account is deemed very effective in communicating openly and transparently with its followers and is easily accessible to them, with an average score of 4.40.

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