ABSTRAK

Penelitian ini membahas efektivitas promosi *event Social Chic* 2024 Jakarta melalui media sosial Instagram. Meskipun telah dilakukan promosi, masih terdapat audiens yang belum mengetahui event tersebut, sehingga mengindikasikan adanya keterbatasan jangkauan dan daya tarik konten. Penelitian ini bertujuan untuk mengetahui sistem promosi yang digunakan, cara mempertahankan eksistensi *Social Chic* di tengah persaingan *event* musik dan bazar, serta solusi untuk mengatasi hambatan promosi. Metode yang digunakan adalah kuantitatif dengan model EPIC (Empathy, Persuasion, Impact, Communication). Hasil penelitian menunjukkan promosi cukup efektif, namun masih terkendala pada konsistensi unggahan, variasi konten, dan minimnya kolaborasi dengan influencer. Solusi yang disarankan adalah optimalisasi Instagram Ads, penjadwalan konten yang konsisten, peningkatan variasi konten, serta kerja sama dengan KOL.

Kata Kunci: Promosi, Media Sosial, Instagram, *Event*, *Social Chic*, EPIC Model

ABSTRACT

This study discusses the effectiveness of promoting the Social Chic 2024 Jakarta event through Instagram. Although promotional activities have been carried out, some audiences remain unaware of the event, indicating limited reach and insufficient content appeal. The objectives of this study are to identify the promotional system used, analyze how Social Chic maintains its existence amid the competition of music and bazaar events, and propose solutions to overcome promotional barriers. The research method applied is quantitative using the EPIC Model (Empathy, Persuasion, Impact, Communication). The results show that the promotion is fairly effective, but still constrained by inconsistent posting, limited content variation, and lack of collaboration with influencers. Suggested solutions include optimizing Instagram Ads, consistent content scheduling, increasing content variety, and strengthening partnerships with Key Opinion Leaders (KOLs).

Keywords: *Promotion, Social Media, Instagram, Event, Social Chic, EPIC Model*