

## **ABSTRACT**

*The growth in the number of internet users always increases and in line with the escalation in the number of social media users in Indonesian society. This influences the massive development of digital marketing through social media advertising. On the other hand, internet growth also has an impact on the emergence of financial technology (Fintech) Islamic Fintech which is in accordance with Sharia principles has the potential to increase domestic economic growth. Seeing the growth of internet users can affect the effectiveness of Islamic Fintech social media advertisements. An analysis is needed to measure the effectiveness of Islamic Fintech social media advertising.*

*This study aim to analyses the effectiveness of social media advertising on Islamic Fintech Alami Sharia using the EPIC Model method, namely by assessing empathy dimension, persuasion dimension, impact dimension, and communication dimension. The object of this research is Alami Sharia which with a number of respondents is a hundred people. The sampling method implemented is the purposive sampling method with data analysis using descriptive analysis method, simple tabulation analysis, and the average score included in the scale range of the EPIC Model method. The results show that the dimension scores are partially assessed to be in the effective scale range, where the details are the following: empathy = 3.93, persuasion = 4.02, impact = 3.85, and communication = 3.99. The result of scores from all dimensions simultaneously, namely the EPIC Rate value of 3.95, is deemed to be in the effective scale range. Based on this, it can be concluded that social media advertisements on Islamic Fintech Alami Sharia based on the EPIC Model are partially and simultaneously on the effective scale range.*

*Keywords: Effectiveness of Advertising, Social Media, EPIC Model, Sharia Fintech, Alami Sharia*