ABSTRACT

The current era is developing very rapidly, especially in the field of fashion. Myself Jeans is a clothing brand founded in 2020 as a clothing label with its main product being jeans in the city of Bandung. The purpose of this research The purpose of this research is to determine and analyze the influence of Endorsements on Brand Awareness of Myself Jeans. Knowing and analyzing the influence of Content Marketing on Brand Awareness of Myself Jeans. Knowing and analyzing the influence of Endorsement and Content Marketing on Brand Awareness of Myself Jeans simultaneously.

Quantitative research method with descriptive and causal types with Likert scale measurements. The population of this research is all Myself Jeans consumers in the city of Bandung. The sample was 100 respondents. The analysis technique uses descriptive analysis and multiple linear regression analysis which is processed using SPSS 25 For Windows.

The research results show that endorsements have a significant positive effect on brand awareness of My Self Jeans, content marketing has a significant positive effect on brand awareness of My Self Jeans, endorsements and Content Marketing have a simultaneous effect on Brand Awareness of My Self Jeans products. These findings provide a deeper understanding of the importance of marketing strategies involving content marketing and celebrity endorsements in increasing brand awareness. Thus, this research has important implications in the marketing context and can be a guide for other companies in increasing product brand awareness through content marketing and celebrity endorsements.

Keywords: Endorsement, Content Marketing, Brand Awareness, My Self Jeans