

## **ABSTRACT**

*This research aims to describe in general terms about Advertising and Brand Awareness at Tokopedia. Based on analysis conducted research for variable Advertising in unexpected further improved again in order that consumers are more interested in the uniqueness in conveying information and can be remembered by the consumer and the consumer confidence must be kept by the company Tokopedia and always inform consumers when where there is a new product issued by the Tokopedia as well as inform them directly to customers.*

*From the results of research that influence Advertising against Brand Awareness influence only amounted to 1.23% therefore it should further improve these Tokopedia more Brand Awareness so that it can increase sales against kosumen.*

*Keywords: Advertising, Brand Equity, Brand Awereness.*