

ABSTRACT

This research is aimed to find out the influence of #TellYourDifference campaign and celebrity endorser Eva Celia on the brand awareness of Matoa Indonesia in Bandung City. This research uses two independent variables and one dependent variable; the independent variables are campaign (X_1) with awareness, attitude, and action, and celebrity endorser (X_2) with visibility, credibility, attraction, and power. The dependent variable is brand awareness (Y) with brand recognition, brand recall, and top of mind. This research uses quantitative method. Sample in this research is determined by using probability sampling with simple random sampling technique. The respondents are as many as 100 people. The data analysis technique used is descriptive data analysis, normality test, multiple linear regression test, correlation analysis, coefficient determination, and hypothesis test. According to the partial result of correlation analysis that is 0,400 and the R result of multiple correlation analysis that is 0,566, it can be concluded that there is moderate/sufficient correlation among #TellYourDifference campaign, celebrity endorser Eva Celia and brand awareness of Matoa Indonesia in Bandung City. According to the hypothesis test by using f-test and t-test, it is discovered that kampanye #TellYourDifference dan celebrityendorser Eva Celia have influence on the brand awareness of Matoa Indonesia. This is evidenced based on the results of f count > f table ($21.729 > 2.36$) with significance $0.000 < 0.05$, then in the t-test the promotion variable obtained t count > t table ($2.320 > 1.660$) with significance $0.000 < 0, 05$ and the results of the t-test for celebrity endorser variables obtained the results of t count > t table ($4,557 > 1,660$) with a significance of $0,000 < 0.05$. In conclusion, H_0 is rejected, and it means that there is influence of kampanye #TellYourDifference and celebrityendorser Eva Celia on the brand awareness of Matoa Indonesia in Bandung City. Based on the coefficient of determination, it was found that the #TellYourDifference campaign and celebrity endorser Eva Celia have influence of 32.03% on Matoa Indonesia's brand awareness and the rest was influenced by other factors.

Key Words : Campaign, Celebrity Endorser, Brand Awareness, Matoa Indonesia