

ABSTRACT

Sejauh Mata Memandang is a sustainable fashion local brand that have a campaign concern in environment. This research is a quantitative research about “The Effect Of #SejauhManaKamuPeduli campaign on the brand awareness of Sejauh Mata Memandang in Bandung”. This research is aimed to find out the effect of #SejauhManaKamuPeduli campaign on the brand awareness of Sejauh Mata Memandang in Bandung. This reaserch use one independent variable and one dependent variable. The independent variable is campaign with format, nuance, context, time also repetition. The dependent variable is brand awareness with brand recognition, brand recall and top of mind. This research is determined by using probability sampling with 100 respondent. The data analysis technique used is descriptive data analysis and simple linear regression analysis. The result of this reseach indicate that #SejauhManaKamuPeduli campaign (X) has a positive effect on brand awareness Sejauh Mata Memandan. Based on the result of the coefficient of dtermination test, the result showed that #SejauhManaKamuPeduli campaign contributed 23,2% to the brand awareness Sejauh Mata Memandang, and the remaining 76,8% was the contribution of the influence of other variables not examined in this research.

Key Words: Campaign, Brand Awareness, Sejauh Mata Memandang.