

## ABSTRACT

*The COVID-19 test service is needed during the current pandemic because it is an accurate method of detecting the COVID-19 virus. The service is considered one of the practical steps in dealing with COVID-19. PT Budimanmaju Megah Pharmacy or Bumame Pharmacy is one of the leading providers of health care products and services in Indonesia, one of which is by providing COVID-19 test services. Bumame Pharmacy is well known among the public as a COVID-19 test provider service with a fast, easy, and efficient process. Bumame Pharmaceuticals carries out a social media marketing strategy by using celebrity endorsers to introduce its brand. One of the celebrity endorsers used is Fadil Jaidi. Through the use of celebrity endorser Fadil Jaidi the services provided by Bumame Pharmacy can be communicated effectively to all people in Indonesia, especially in the city of Jakarta. So, in this case, the author is interested in researching how much influence celebrity endorser Faidil Jaidi in social media has on brand awareness at Bumame Pharmacy in Jakarta. The analysis technique used is descriptive analysis and multiple linear regression analysis.*

*In this research, the method used is a quantitative method involving 385 respondents as the object of research. The sampling technique in this study is simple random. The variables studied were celebrity endorsers with sub-variables consisting of trustworthiness (X1), expertise (X2), attractiveness (X3), respect (X4), and similarity (X5) as independent variables and brand awareness (Y) as the dependent variable. . Based on the results of the study, it can be concluded that there is a partial influence on the variables of trustworthiness, expertise, attractiveness, respect, and similarity to the variable brand awareness simultaneously and partially. Partially the effect of the trustworthiness variable is 14%, the expertise variable is 18%, the attractiveness effect is 5.4%, the respective variable is 2.6%, and the similarity variable is 27% on the brand awareness of Bumame Pharmacy in the city of Jakarta. The simultaneous influence on the variables of trustworthiness, expertise, attractiveness, respect, and similarity to brand awareness in Jakarta is 67%, while 33% is the influence of other factors not examined.*

*Suggestions that Bumame Farmasi make improvements to the content made by celebrity endorser Fadil Jaidi become more informative about the services that Bumame Farmasi provides such as informing the advantages of Bumame Farmasi services, so that audiences can remember and trust the message given by celebrity endorser Fadil Jaidi that Bumame Farmasi is a COVID-19 test service and makes Bumame Farmasi the first choice to conduct tests.*

**Keywords:** *Celebrity Endorser, Trustworthiness, Expertise, Attractiveness, Respect, Similarity, Brand Awareness*