

ABSTRACT

This research was conducted to find out the results of Arief Muhammad's influence as a Brand Ambassador on Tiket.com Brand Awareness, in this study we wanted to examine the influence of an influencer as a brand ambassador on brand awareness on tiket.com. This study uses non-probability sampling. The probability technique used is simple random sampling, which is taking members of the population as a random sample without regard to the strata in the population. Determination of the sample using the slovin formula. Based on calculations using the slovin formula, a minimum sample size of 100 respondents is obtained. Based on the results of the descriptive analysis, the results of the respondents' responses showed that the brand ambassador Arief Muhammad at Tiket.Com and Tiket.com's brand awareness were in the fairly good/moderate category. The results of hypothesis testing show that the brand ambassador Arief Muhammad has a significant influence on Tiket.com's brand awareness, this is based on the results of testing the hypothesis with the t test, the results obtained are H_0 rejected and H_a accepted. Based on the results of research on the influence of brand ambassador Arief Muhammad on Tiket.com brand awareness, it can be concluded that brand ambassador Arief Muhammad has a significant influence on Tiket.com brand awareness

Keywords: *Marketing, brand ambassador, Brand Awareness*