

ABSTRACT

Social media is one of the media used to promote a brand's products or services. The increasing trust of skincare consumers in domestic products has made local skincare brands intensively promote their products on social media. Harlette Beauty is a local skincare company that actively uses Instagram social media to promote its products. In providing product introduction information, Harlette Beauty share contents on its Instagram story and feed. The purpose of this research is to find out whether there is influence and how much influence Instagram social media has on brand awareness of Harlette Beauty products. This study uses a quantitative method with data collection techniques by distributing questionnaires to a total of 100 respondents. The data analysis technique used is descriptive data analysis and simple linear regression analysis. The results of this study found that social media Instagram has a positive influence on brand awareness of Harlette Beauty products. This is proven by testing the hypothesis that the value of the count is greater than the table ($15.847 > 1.985$). Based on the results, the coefficient of determination is 71.9%, which means that social media Instagram has an effect of 71.9% on brand awareness of Harlette Beauty products.

Keyword : *Social Media, Instagram, Brand Awareness.*