

ABSTRACT

This research was conducted to find out the effect of using foreign branding in advertising local erigo products on Instagram reels on adolescent perceptions. In this study, we wanted to examine a brand that advertises its products in foreign countries by participating in international events.

This study used non-probability sampling with a purposive sampling technique. Non-probability is a sampling technique that does not provide equal opportunities for every member of the population to be selected as a sample. purposive sampling is a technique or method that uses criteria that have been chosen by the researcher in selecting samples, based on calculations using the slovin formula above, with a population of 2,647 likes and a sampling error of 5%, the sample size for this study is 399.85 or rounded up to 400 people. The data analysis technique used is descriptive analysis technique and uses the T test method.

Based on the results of the descriptive analysis, the results of the respondents' responses showed that foreign branding in ertigo local advertisements on Instagram reels was in the fairly good/moderate category and youth perceptions of the erigo brand were in the fairly good/moderate category. This shows that the better the foreign branding on local ertigo ads on Instagram reels, the better/higher perceptions of teenagers on the erigo brand will be.

Based on the results of research on "the effect of using foreign branding in advertisements for local erigo products on Instagram reels", it is concluded that the use of foreign branding in advertisements for local products for Erigo on Instagram Reels is quite good, but management needs to add unique content so that consumers remember erigo . And management needs to focus on excellence, namely by continuing to innovate to create products that have good quality.

Keywords: *Marketing, foreign branding, youth perception*