

ABSTRACT

This study aims to determine the effect of social media marketing and event marketing carried out by the Miracle Mates brand on brand awareness. The data analysis technique used is descriptive analysis technique, classical assumption test, multiple linear analysis and hypothesis testing. The sample used in this study used non-probability sampling with a purposive sampling technique. With a population of 53,000 Instagram followers and an error tolerance of 10% using the slovin method, the number of samples in this study was 99,811 rounded up by 100 people.

The results of this study indicate that social media marketing and event marketing have a significant effect on brand awareness of the Miracle Mates brand. It can be concluded that the use of social media marketing and event marketing on the Miracle Mates brand is quite good, but Miracle Mates needs to improve low-value indicators such as making events that are different from other brands so that they are not monotonous, and Miracle Mates must also continue to welcome creating products that have good quality.

Keywords : *Social Media Marketing, Event Marketing, Brand Awareness*