

ABSTRACT

Social media like instagram show tremendous influence and progress that bring about change. The study USES an independent variable, social media marketing and a dependent brand awareness to see how the social media affects the brand awareness through instagram marketing media. The study USES the u.s 'ad social media marketing theory and alhadid and the brand awareness durianto. Research employs quantitative methods using descriptive analysis techniques, normality tests, correlation analysis, simple linear regression tests, coefficient determinations and hypothetical tests. Whereas the data-collection technique in this study USES a questionnaire and thus receives primary data directly from the respondents. For the specimen to determine using a nonsampling technique, an affinity sampling type, a sample number of as many as 334 respondents. Based on the learned hypothetical test that variables, with a study that @aerostreet has a significant effect on the brand awareness by 86.65%, this figure falls into the higher influence category. It shows that social media marketing @aerostreet affects the brand awareness. Had an impact of 80.65%, so the rest of 1935% was affected by other factors that were not studied. Meaning that social media marketing through instagram increases the brand awareness aerostreet.

Keywords: Sosial Media Marketing, Instagram, Brand Awareness,Aerostreet.