

ABSTRACT

Pintu as mobile application carries out one of the marketing communication strategies, namely sponsorship at the Bali United FC. This was done because of the large population number of Indonesian people, especially football fans. The market opportunity opens up many possibilities for Pintu to strengthen brand awareness of their brand application to the target audience. The purpose of this research is to determine the influence of sponsorship activities of PT Pintu Kemana Saja at Bali United for the brand awareness of Pintu application. The method used is quantitative by taking a sample of 100 respondents using non-probability sampling. Data analysis technique that used are descriptive analysis and simple linear regression. The t test is used as a way to do hypothesis testing. The result showed that $t_{hitung} \geq t_{tabel}$ ($7,688 \geq 1,660$) and concluded that sponsorship has an influence on increasing brand awareness. The coefficient of determination shows a 37.9% influence on increasing of the brand awareness of Pintu application and the other 62.1% is the influence of factors that not tested. Based on research conducted, brand recognition has the greatest influence in increasing brand awareness of the Pintu application by 71.4%.

Keywords: *Pintu, Sponsorship, Brand Awareness, Marketing Communication.*