

## **ABSTRACT**

*Changing times have brought society to a changed perspective in looking at clothing, when this clothing is seen as a wish by a person or group in fulfilling the wishes of the wearer. This brought development to how when the fashion industry began to develop, therefore Erigo as a local clothing brand in Indonesia used Celebrity Endorsers as an effort to increase Brand Awareness. The purpose of this research is to see the magnitude of the influence exerted by celebrity endorsers on Erigo's brand awareness. The indicator tested in this study is the celebrity endorser variable (X) with the sub-variables trust, expertise, attractiveness, respect, similarity. Meanwhile, the brand awareness variable (Y) uses the top of mind sub-variables, brand recall, brand recognition and brand awareness. The method used in this study is a quantitative method with a descriptive research type, the population in this study is Instagram followers @erigostore. Sampling using non-probability sampling method with a total sample of 100 people through distributing questionnaires. The results of this study indicate that Celebrity Endorser has a significant positive influence on Erigo's Brand Awareness. Based on the results of the coefficient of determination Celebrity Endorser has an influence of 26.8% on Erigo's Brand Awareness. Suggestions for future researchers are to conduct research using different variables with the same object.*

**Key Word : Celebrity Endorser, Brand Awareness, Erigo**