

ABSTRACT

The inevitable evolution of consumer needs propels companies, particularly in the Fast Moving Consumer Goods (FMCG) sector, to continually innovations enhance competitiveness and have a long-term impact on consumers' lives. These innovations are often introduced through events. In this context, the significance of the role of spokesperson as a communicator in building trust and delivering messages to the audience is crucial. The analysis is focused on the application symbolic interaction communication by the micro-business Badja Coffee as a spokesperson in the event to enhance the brand awareness of Lokalate at Nutrihub Bandung. This research applies Mead's symbolic interaction theory, includes three concepts: mind, self, and society. The research subjects are the owner of Badja Coffee as the spokesperson and the marketing team of PT Nutrifood Indonesia in Bandung. The study employs a qualitative method with a focus on the "Ngopinspirasi" event conducted by PT Nutrifood Indonesia for the Lokalate brand at Nutrihub Bandung, to increase awareness students. The findings indicate that interactive communication occurs smoothly, harmoniously, and with engaging interactions that build a close relationship between the spokesperson and the audience. The research also applies Mead's symbolic interaction theory to analyze symbols of spokesperson behavior, such as clothing and speech.

Keywords: *Event, Spoke person, Brand Awareness, Symbolic Interaction Communication.*