

ABSTRACT

The background of this research is based on the growth of the snack industry sector in Indonesia which is increasing every year, as well as the high enthusiasm of the public towards K-pop culture in Indonesia. This has caused many companies to use K-pop idols as Brand Ambassadors for their marketing communication strategies. One of them is the Chiki TosTos product which is a new product released by PT Dua Kelinci in 2022, where they collaborated with NCT DREAM by making them Brand Ambassadors. The purpose of this study was to determine whether the use of NCT DREAM as a Brand Ambassador had an influence on Chiki Tos Tos Brand Awareness and how much influence it had. The method used was quantitative involving 400 respondents who were randomly selected using an online questionnaire. The results showed that although NCT DREAM had some influence on the dimensions related to Brand Awareness, the influence was not significant. With a coefficient of determination of 0.5%. Then, the hypothesis test produced a t_{count} value of $-1.378 < t_{table} 1.649$ with a significance of $0.169 > 0.05$, so that H_0 was accepted and H_1 was rejected. Thus, it can be concluded that the use of NCT DREAM as a Brand Ambassador does not have a significant effect on Chiki TosTos Brand Awareness.

Keywords: *Marketing Communication, Marketing Communication Strategy, Brand Ambassador, Brand Awareness, NCT DREAM, Chiki TosTos.*