

## ABSTRACT

The beauty industry in Indonesia continues to grow rapidly, including local skincare *brands* such as The Aubree. One of the strategies used to enhance The Aubree skincare *brand's* awareness is through endorsements on social media, particularly Instagram. This study aims to analyze the effect of endorsements on The Aubree's *brand* awareness on Instagram. A quantitative research method was employed, utilizing a survey technique by distributing questionnaires to 160 respondents who follow the Instagram account @theaubreeofficial. The variables examined include endorsements as the independent variable (X) and *brand* awareness as the dependent variable (Y). Data were analyzed using simple linear regression tests, t-tests, and F-tests to measure the significance of the influence, as well as the coefficient of determination test to assess the contribution of the independent variable to the dependent variable. The results reveal that endorsements have a positive and significant effect on *brand* awareness. This study provides practical contributions to digital marketing strategies and offers recommendations to improve consumer engagement on social media.

**Keywords:** *BRAND AWARENESS, ENDORSEMENT, INSTAGRAM, THE AUBREE, SKINCARE.*