

ABSTRAK

Penggunaan *influencer* dalam mengiklankan *brand* Erigo menjadi faktor utama untuk meningkatkan *brand awareness* terhadap *brand* Erigo. Penelitian ini bertujuan untuk mengetahui gambaran mengenai variabel *influencer* Arief Muhammad dan *customer engagement* melalui Instagram terhadap *brand awareness* pada *brand* Erigo Store dan untuk mencari besaran pengaruh dari *influencer* Arief Muhammad dan *customer engagement* melalui Instagram terhadap *brand awareness* pada *brand* Erigo Store. Jenis penelitian yang digunakan oleh penulis adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Populasi yang digunakan dalam penelitian ini adalah seluruh *followers* Arief Muhammad sebanyak 1.400.000 orang per bulan April 2021, sehingga didapat sampel pada penelitian ini sebanyak 100 orang responden dari *followers* Arief Muhammad, dengan menggunakan teknik *Non probability sampling* dengan menggunakan *sampling purposive*. Gambaran variabel penelitian yang penulis lakukan mendapatkan hasil bahwa *influencer* Arief Muhammad dan *customer engagement* melalui Instagram terhadap *brand awareness* pada *brand* Erigo Store dinilai baik oleh responden. Hasil dari uji determinasi diperoleh besar pengaruh *influencer* Arief Muhammad terhadap *brand awareness* sebesar 46,80%, adapun besaran pengaruh *customer engagement* melalui Instagram sebesar 46,50% dan besar pengaruh *influencer* Arief Muhammad dan *customer engagement* terhadap *brand awareness* pada *brand* Erigo Store sebesar 52,80%.

Kata kunci : *Brand Awareness, Customer engagement, Influencer*

ABSTRACT

The use of influencers in advertising the brand Erigo is the main factor to increase brand awareness of the brand Erigo. This study aims to know an overview of variable influencer Arief Muhammad and customer engagement via Instagram on brand awareness on brand Erigo Store and to find the magnitude of the influence of influencer Muhammad Arief and customer engagement via Instagram on brand awareness on brand Erigo Store. The type of research used by the author is a quantitative method with a descriptive and verification approach. The population used in this study were all followers of 1,400,000 Arief Muhammad as of April 2021, so that the sample in this study was 100 respondents from Arief Muhammad's followers, using a non-probability sampling technique using purposive sampling. The description of the research variables that the author did got the results that the influencer of Arief Muhammad and customer engagement through Instagram on brand awareness of the Erigo Store brand was considered good by the respondents. The results of the determination test showed that the influence of influencer Arief Muhammad's on brand awareness was 46.80%, the magnitude of the influence of customer engagement through Instagram was 46.50% and the influence of influencer Arief Muhammad's and customer engagement on brand awareness on the brand Erigo Store was 52.80%.

Keyword : *Brand Awareness, Customer Engagement, Influencer*