

## ABSTRACT

*Internet technology is widely used by marketers as a method of marketing a product or service, which is generally referred to as internet marketing. Companies are required to respond to the needs and desires of consumers by providing clear information about their products or brands so that consumers can get a positive response on social media. In utilizing social media platforms to provide information about products or brands, marketers use one marketing strategy, namely persuasive communication. The success of an influencer in building brand awareness is also seen from the way and style of communicating through social media. Martha Beauty Bar is a business engaged in beauty. The purpose of this study was to determine the effect of influencers on brand awareness at Martha Beauty Bar. The research method used is quantitative method with data analysis techniques, namely simple linear regression analysis. The sample used in this study is 100 respondents who are Instagram followers of Martha Beauty Bar. The results of the study show that there is a significant influence from influencers on brand awareness.*

**Keyword: Influencer, Brand awareness.**