

ABSTRACT

Companies typically use a brand ambassador to attract the attention of its consumers. Brand ambassador often affects the image of a product because it looks identical to the product it represents. This research aims to measure the public response regarding Raffi Ahmad as a brand ambassador, UC Browser's brand awareness as well as the effect of brand ambassador Raffi Ahmad consisting of sub attribute visibility, credibility, attraction and power (VisCAP) to UC Browser's brand awareness in Bandung year 2016.

The research's population were people in Bandung. Data were collected through study of other literatures and distributing questionnaires to 100 respondents. Data analysis using descriptive analysis techniques and multiple linear regression.

Research's results showed the respondents' assessment of the brand ambassador variables fall into the category "quite well" with overall score percentage equal to 64.30%. Respondents to the brand awareness variables fall into the category "quite well" with overall score percentage equal to 59.31%. Simultaneously, Brand ambassador's sub variables consists of visibility, credibility, attraction and power affect the brand awareness with the value of F is equal to 41.591. Partially, only sub variable visibility, credibility and power were significantly affects brand awareness, while the sub variable attraction does not significantly affect brand awareness. The coefficient of determination obtained is equal to 0.621. In other words amounted to 62.1% of UC Browser's brand awareness can be explained by the visibility, credibility, attraction and power, while the remaining 37.9% is explained by the influence of others who are not examined in this study.

Keyword: *Brand, Brand Ambassador, VisCAP, Brand Awareness, Multiple Linear Regression*