

ABSTRACT

Building brand awareness through Integrated Marketing Communication (IMC) is a way that is currently being intensively carried out by OVO. OVO is a smart application that provides consumers payment services and online transactions. However, from a survey conducted by Jakpat, OVO is still under its competitors, namely Gopay and Tcash. Therefore, this study aims to determine the effect of IMC on brand awareness on OVO in Bandung.

This research is quantitative research. The research method used is descriptive and causality. The sampling technique used is nonprobability sampling with a type of purposive sampling. Data collection is done by distributing questionnaires to 100 respondents who are live in Bandung residents, who use and do not use OVO. The data analysis technique used is multiple linear regression analysis.

From the results that obtained simultaneously, generated that IMC has an effect to brand awareness significantly at Bandung. It can be seen from $F_{count} > F_{table}$ sebesar $76,262 > 2,0418122$ and Subvariabel Personal Selling (X_4) gives significant influence toward brand awareness partially. It can be seen from $t_{count} (7,243) > t_{table} (1,985)$ and significancy level $0,000 < 0,05$.

Based on the results of the study, it can be concluded that integrated marketing communication in OVO is in a good category. The brand awareness of the OVO in Bandung is in a good category. KPT has a good effect simultaneously while partially sub-variable KPT is personal selling which have a significant effect on OVO brand awareness in Bandung.

Keywords: Integrated Marketing Communication, *Brand Awareness*, OVO