

## **ABSTRACT**

Helmets are one of the challenges for every motorist, because using them can reduce the impact on each motorist. Competition in the helmet industry in Indonesia is currently growing rapidly, especially for NHK brand helmets and KYT brand helmets. Because NHK brand helmets and KYT brand helmets are now suppliers in the international racing arena, namely MotoGP. Since then, brand awareness emerged from the brand's helmet.

The purpose of this study was to study Brand Awareness on KYT and NHK Products in Bandung in 2019. This type of research was descriptive using qualitative techniques using data, observation, and documentation.

KYT, this is proven by the strength of KYT products, the majority of respondents is 55%. This product is a Top Of Mind due to many factors, among others, the price of products that are relatively affordable (middle to lower) compared to similar products can be provided by all people, in addition to low prices other factors offered by consumers in finding / searching for products, these products can found in either a small shop or a large helmet shop. Measurement of brand awareness (Brand Awareness) can be done by classifying into 4 elements, namely: Top of Mind, Brand Recall, Brand Recognition or Unaware Brand. From the calculation of the Brand Awareness analysis obtained that the KY brand helmet Top Place of Mind (55%), while NHK came in second (35%), in the Brand Recognition analysis as many as 5% of respondents had to be replaced, and in the analysis Not Aware of the Brand the respondents already knew KYT and NHK helmet products.