

## **ABSTRACT**

Current consumers are very discriminating in choosing a product, until the decision to buy the product. Alternative choices are increasingly making it easier for consumers to make choices according to taste. Therefore, by maintaining the quality and method of advertising, producers can attract and make consumers buy and loyal to the product. Manufacturers no longer rely on technical factors such as technological superiority, product design and shape in marketing their products. But now producers are competing to get sympathetic people by doing massive promotions and making attractive advertisements so that the ability of a prospective buyer to recognize or remember a brand that is part of a product category (brand awareness). Because of the above Astra Honda Bigbike is doing marketing to keep the public aware of every product or even the public knows about the presence of the Honda Bigbike. This study aims to view Honda Bigbike's video advertising on brand awareness.

In this study the authors used a quantitative method with the help of SPSS IBM 24 application, the variables in this study consisted of independent variables, namely video advertising. And the dependent variable is brand awareness. By using primary and secondary data collection techniques, the population of this study is Honda Bigbike followers. this type of research is descriptive and causality with quantitative methods. Using a sample of 100 respondents, data collection using a questionnaire using sampling techniques using the Slovin formula.

The results showed that of the X video advertising variables with eleven variables get a result of 75.03% which is included in the good category continuum line and research results on the Y brand awareness variable has nine variables with a result of 67.6% included in the continuum line high category. There is a significant influence between Honda Bigbike Video Advertising on Brand Awareness in Bali. This is proven by testing the hypothesis using the t test. Because the tcount is 3.044. Because tcount (10.979) > ttable (1.660), H<sub>0</sub> is rejected. This means that there is the influence of Honda Bigbike's Video Advertising on Brand Awareness.

***Keywords: Advertising, Brand Awareness, Bigbike***