

ABSTRACT

This requires producers to be more creative in determining the right strategy in providing information about their products to consumers. Where social media is currently used to market and promote products. Judging from the behavior of people who now tend to use technology and the internet in their daily lives that make potential consumers no longer passive in finding information to meet the needs they want. This is certainly a great potential for entrepreneurs who want to use the internet as a medium to promote products and develop businesses or services they offer.

This study aims to determine the effect of celebrity endorser on brand awareness on the Pvr brand. Type of research used in research is causal relationships that are causal by quantitative methods. Based on the variables studied, this study is included in a causal descriptive study.

Based on the research results obtained by this shows that celebrity endorser and brand awareness have a very strong correlation to brand awareness, with the result of data processing coefficient of determination of 0.647 or 64.7%, it shows that celebrity endorser gives a value of 64.7% of brand awareness, while the rest is equal to 35.3% is influenced by other factors. So that celebrity endorsers are proven to have an influence on brand awareness, it is expected to be an effective promotional tool as a communication strategy in marketing products.

Keywords: *Social Media, Brand Awareness, Celebrity Endorser*