

ABSTRACT

In marketing the products, a company carries out promotions and advertisements so that the products being sold can be known by the public. One form of communicating it is by using a tagline, because using a tagline can convey an impression that consumers can easily remember. This research aimed to find out the effect of the tagline #SemuanyaSemaunya to By.U's brand awareness on Instagram followers @ Byu.Id. This research used an independent variable namely tagline (X) with familiarity, differentiation and message or value. The dependent variable is brand awareness (Y) with recognition and recall. This research used quantitative methods. Sampling technique used in this research was purposive sampling, with a total of 400 respondents. The data analysis technique used by the author was descriptive data analysis, normality test, simple linear regression test, determination coefficient and hypothesis test (t test) using the SPSS 25 application. Based on the results of simple linear regression $Y = 21,190 + 0,628 X$, it can be concluded that the tagline (X) has a positive effect on brand awareness (Y). There is an influence between the tagline #SemuanyaSemaunya on brand awareness by.U, based on partial test results (t test) with 17,540 results. This result showed is greater than the value of the table set determined in the research, which is 1.6487 by using a significance value of 5%. So it can be concluded that H_0 is rejected, which means that there is an influence of the tagline #SemuanyaSemaunya on the brand awareness of By.U on Instagram followers @ Byu.Id. Based on the coefficient of determination, it can be seen that the tagline #SemuanyaSemaunya has an effect of 43.56% on brand awareness By.U and the rest is influenced by other factors.

Key Words: Brand Awareness, By.U, Tagline

