ABSTRACT

Brodo is one of Indonesia's local brands that has been producing leather shoes and semi boots, but recently Brodo has released a new line of shoes with a type of casual shoe called the Vulcan type. This study uses the independent variable Advertising, with the dependent variable Brand Awareness. This study aims to see how much influence the advertising of Vulcan shoes products through social media Instagram on Brodo's brand awareness. This study uses the Advertising Theory according to Kotler and Brand awareness according to David Aaker. This research method is a quantitative method using descriptive analysis techniques, normality test, correlation analysis, simple linear regression test, coefficient of determination and hypothesis testing. While the data collection techniques in this study used a questionnaire to obtain primary data directly from respondents. To determine the sample using a non-probability sampling technique type of purposive sampling with 100 respondents. Based on the results of hypothesis testing it is known that the Vulcan Shoes Advertising variable via Instagram (X) has an effect of 55.9% on Brand Awareness (Y). While the remaining 44.1% is influenced by other factors.

Keywords: Advertising, Brand Awareness, Brodo, Local Brand