

## **ABSTRACT**

*This research was conducted to determine the effect of digital marketing through podcasts on brand awareness of Teman Tidur Podcast. The goal of this research is to determine how much influences of a podcast in digital era which in this case the research subject is a channel called Teman Tidur Podcast, and how much the brand awareness for the following subject.*

*In this study using quantitative methods with descriptive and causal research types. Sampling was done by using a non-probability of method purposive sampling type with a total of 100 respondents, using a measurement, namely, scale the Likert scale. The data analysis technique used is descriptive analysis and simple linear regression analysis.*

*Based on the results of testing the hypothesis, podcast significant effect on brand awareness of Sleeping Friends Podcast. This is evidenced by the value of  $t_{table} > t_{table}$  of  $(12,213 > 1.66055)$  with a level significance of  $0.000 < 0.05$ . Based on the coefficient of determination, digital marketing has an effect of 60.4% on brand awareness, while the remaining 39.6% was influenced by other variables not examined in this study. The conclusion in this study, digital marketing podcast in a good category, brand awareness on Teman Tidur Podcast in a good category, and podcast has a positive effect on brand awareness.*

**Keywords: Brand Awareness, Digital Marketing, Podcast**