

## ABSTRACT

*Houbii Urban Adventure Park utilizes promotional channels in this digital era using one of the social media, namely Instagram. The number of followers of Houbii's Instagram currently stands at 26,400 and Houbii has the highest followers among its peers. One of the advertisements uploaded by Houbii Urban Adventure Park on Instagram is entitled "When you miss your childhood". The video ad has a duration of 31 seconds uploaded on Instagram Houbii Urban Adventure Park, so far it has reached 1,500,608 viewers, with the large number of viewers, likes and comments, the video ad is able to create electronic word of mouth among Instagram users. The purpose of this study is to determine whether there is an effect of electronic word of mouth and video advertising on Instagram on increasing brand awareness of Houbii Urban Adventure Park and how much influence it has on increasing brand awareness. The research method used in this research is quantitative by using elements contained in electronic word of mouth on video advertisements and using the dimensions of brand awareness. The research data came from 400 respondents. The results of this study showed that the  $t$  test for the variable electronic word of mouth ( $X1$ ) had a  $t$ count of  $2.369 > 1.966$   $t$  table, so  $H0$  was rejected and  $H1$  was accepted, meaning that there was an influence from the variable electronic word of mouth ( $X1$ ) which was partially significant on Houbii's brand awareness. Urban Adventure Park ( $Y$ ), the second result of the  $t$  test states that the video advertising variable ( $X2$ ) has a  $t$ count of  $9.417 > 1.966$   $t$  table, so  $H0$  is rejected and  $H1$  is accepted, meaning that there is an effect of the video advertising variable ( $X2$ ) which is partially significant on brand awareness of Houbii Urban Adventure Park ( $Y$ ). The effect of electronic word of mouth and video advertising on brand awareness is 74.2%. While the remaining 25.8% is influenced by other factors not examined in this study.*

***Keywords: Electronic Word of Mouth, Video Advertising, Brand Awareness, Instagram.***