

ABSTRACT

Street Boba is one of the boba-based beverage brands that is quite well known in the eyes of the public. Street Boba is one of the beverage brands that utilizes a marketing strategy with the help of a brand ambassador as the face of the brand and the products it offers. Jovi Adhiguna became the chosen influencer to represent products from Street Boba. Jovi Adhiguna is one of the influencers who are active in the fashion sector. Jovi Adhiguna pursues the world of fashion as an androgynous. Jovi is known through several platforms such as Instagram and YouTube. This research was conducted with the aim of knowing how much influence the celebrity endorser Jovi Adhiguna gave to the brand awareness of Street Boba. The population used in this study were Instagram followers of Jovi Adhiguna and used quantitative methods with 400 respondents who participated in filling out questionnaires through online media selected through non-probability sampling. The analysis technique used is descriptive analysis and simple linear analysis. The results of this study resulted in Celebrity Endorser Jovi Adhiguna (X) having a positive and significant effect on Brand Awareness Street Boba (Y). The result of the determination coefficient test shows that celebrity endorser Jovi Adhiguna has a contribution value of 42% to the brand awareness of Street Boba, while 52% is the influence of a contribution from variables not examined in this study.

Keywords: Celebrity Endorser, Marketing Communication, Brand, Brand Awareness