

### *Abstract*

*Currently, streaming applications are starting to develop in Indonesia very quickly and have a variety of spectacles that can be accessed according to the needs of the community, one of the streaming applications is We TV Indonesia. We TV Indonesia not only presents one or two series, but tens to hundreds of spectacles that can be accessed easily, one of the interesting and trending spectacles is the series "Little Mom". This series has been trending in several countries in Asia and even Europe. Researchers want to test and develop how the Engagement Rate series Little Mom affects the development of Brand Awareness We TV Indonesia. The problem of this research is the series "Little Mom" which trending has not been able to increase Brand Awareness We TV Indonesia on instagram social media. The purpose of this study was to find out how much Engagement Rate resulted from the Little Mom series and also find out how much influence Little Mom's Engagement Rate series has on the development of Brand Awareness We TV Indonesia. The method used is quantitative, by distributing questionnaires to 100 respondents and the data is processed using the SPSS program. The results of this study showed the influence of Little Mom Engagement Rate on Brand Awareness We TV which is 0.02% The conclusion of this study that the influence of Little Mom Engagement Rate on Brand Awareness We TV has a small influence.*

***Keywords : Brand Awareness, Engagement Rate, Little Mom***

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