

## **ABSTRACT**

*Along with the development of technology the development of advertisements is also of various kinds, this is indicated by the emergence of advertisements on social media which in this study focuses on advertising on the Instagram platform. Avoskin Beauty actively using social media as a medium to promote its products because nowadays social media is the first goal to further develop a business. The purpose of this study is to determine the influence of social media marketing through Instagram on Avoskin brand awareness among Telkom University students. In this study there are independent variables, namely social media marketing with indicators of context, communication, collaboration and connection and the dependent variable, namely brand awareness with indicators of brand recognition, brand recall, purchase and consumption. The method used in this study is quantitative with descriptive purposes and uses data collection techniques through the distribution of online questionnaires, namely google form, to a total of 100 samples. The results of the study prove that there is a significant influence between social media marketing through Instagram on brand awareness. This is evidenced by testing the hypothesis using the t-test with the result that t count is greater than t table ( $12.731 > 1.662$ ). Thus that there is an influence of social media marketing through Instagram@avoskinbeauty on Avoskin brand awareness among Telkom University students, and also social media marketing has an influence on brand awareness of 61.9% which means a strong influence.*

**Keywords :** Avoskin, Brand Awareness, Social Media Marketing