

ABSTRACT

The phenomenon of Arief Muhammad's Billboard Advertising version of "Ready to Be No. 1" located in Bintaro, South Tangerang has become a topic of conversation in social media circles. And it is known that the billboard is a billboard owned by the Prepp Studio brand. This study aims to discuss the effect of Arief Muhammad's billboard advertising on Prepp Studio's brand awareness which is focused on the people of South Tangerang City and its surroundings. This study uses quantitative research methods using survey methods and distributed to 400 respondents. This type of research is causal associative research, which is a study that is intended to reveal problems that are causal relationships between two or more variables (Sugiyono, 2008). This study concludes that there is an effect of Arief Muhammad's billboard advertising on Prepp Studio's brand awareness. In accordance with the existing research hypothesis, the results obtained are the influence of billboard advertisements on brand awareness at Prepp Studio among people who domicile in South Tangerang City and its surroundings.

Keywords: Billboard, Brand Awareness