

ABSTRACT

Yellow Fit Kitchen is one of the diet food catering brands known among the public. Yellow Fit Kitchen uses a marketing strategy with the help of celebrity endorser as a tool to promote their products. Clarissa Putri became the influencer chosen to represent Yellow Fit Kitchen products. Clarissa Putri is one of the infulencer big size fashion models and beauty vlogger. Clarissa Putri is known through several platforms such as Instagram and Youtube. This research was conducted with the aim of knowing how much influence celebrity endorsers have on brand awarness. The population used in this study was Clarissa Putri's Instagram followers using quantitative research methods with 100 respondents selected through non- probability sampling. The analysis techniques used are descriptive analysis, simple linear regression analysis. The results of this study resulted in celebrity endorser (X) Clarissa Putri positively affecting the brand awareness (Y) of Yellow Fit Kitchen. The results of the coefficient of determination test showed that celebrity endorsers had a contribution value of 44.5% to Yellow Fit Kitchen brand awareness, while 55.5% was the influence of influences outside the variables that were not studied in the study.

Keywords: Celebrity Endorser, Marketing Communications, Brand Awareness