

ABSTRACT

Instagram is a place or online media that is currently widely used by young people to adults. With the rapid increase in Instagram since its first opening, the authors were interested to see if there was an impact of electronic word of mouth on Instagram social media on brand awareness of Shoppers on the Coffee West Side, and how much influence electronic word of mouth on Instagram had on awareness. West Side Coffee consumer brand that will be used in this review to find out and how much "Effect of West Side Coffee Account EWOM on Instagram on Consumer Brand Awareness" is a quantitative research strategy. This test uses quantitative research, because this type can provide a relationship between two elements, namely specific EWOM on brand awareness. The results of the simple linear regression test obtained from processing information with the help of SPSS 25 are 1.109. So the results of this information can explain if the EWOM variable is considered constant (0), brand awareness is 1.109. While the regression coefficient on the electronic word of mouth variable is 1.216. The results obtained in information processing, the coefficient of determination is 66%, variable X provides a variation of changes to the Y variable. There is a positive influence between the EWOM variable as the X variable on brand awareness as the Y variable.

Keywords: *electronic word of mouth; brand awareness; Sisi Barat Coffee; Instagram*