

## ABSTRACT

*In this modern era, the development of technology is growing and advancing, so is investment field. In long time ago, doing invest only focus on conventional investment but now it is much easier by the development of investment companies. Investors in Indonesia recently grow fast and show a positive trend by means that their investment awareness now is growing and they gradually doing investment.*

*Bibit is one of investment application that majority used by Z generation. Youth investment awareness is growing fast so it will decrease the financial gap that occurs and the economy in Indonesia. In its marketing Bibit uses digital marketing strategies. One of them is making Deddy Corbuzier be its brand ambassador. The aims of this research is to know how brand ambassador and brand awareness fluence the investment interest in Bibit.*

*Method used in this research is quantitative research method with descriptive research. The population in this study is West Java people with age between 15 to 25 years old that use Bibit application with total samples of 100 respondents. Samples selection technic in this research is purposive sampling method.*

*Based on research results using descriptive analysis with the SPSS software for Windows shows that brand ambassador and brand awareness significantly influence simultaneously and partially to investment interest in Bibit.*

**Keywords:** *Brand Ambassador, Brand Awareness, Investment Interest*