

Abstract

In the business world, competition in terms of marketing has often occurred. One marketing that is easily accessible to the public is advertising. Advertisements can be in visual or audio form, so companies are competing to create attractive advertisements so that people can find out the Brand from the advertisement. With the ease of reaching the public by way of advertising, companies need to have their own uniqueness so that advertisements can be easily remembered. One way is to use Brand ambassadors as advertising stars. The Brand ambassadors themselves are often taken from well-known public figures which make many fans aware of the advertisement, so that many people can remember the Brand from the uniqueness of the advertisement. With the uniqueness of advertising using Brand ambassadors, it is hoped that the public will be more familiar with or more aware of the Brand. The purpose of this study is to 1) find out the effect of advertising using Brand ambassadors, 2) find out the effect of advertising on Brand awareness, 3) find out how influential Brand ambassadors are on Brand awareness and 4) find out how influential advertising using Brand ambassadors is on Brand awareness. This sample consists of people who have seen Bilibili X NCT 127 advertisements and members of generation Z. The sample was taken using a non-probability sampling technique by distributing questionnaire data to 385 respondents who fit the sample criteria. The results of this study indicate that advertising has a positive influence by using Brand ambassadors. Advertising does not have a positive impact on Brand awareness. Brand ambassadors have a big positive influence on Brand awareness. For advertising using Brand ambassadors has a positive impact on Brand awareness.

Keywords: Advertising, Brand Ambassador, Brand Awareness, Marketplace Advertising