

## **ABSTRACT**

*Traffic Bun is a burger culinary business with an American restaurant concept that serves menus such as burgers, hot dogs and mac&cheese which is owned by Fadil Jaidi. Traffic Bun takes advantage of the use of Instagram with celebrity endorsers. Celebrities who are famous on Instagram are often referred to as Selebgram. Celebrity Endorser is one of the considerations for consumers who see the advertisement before the consumer finally buys a product advertised by the celebrity. Fadil Jaidi is the owner of Traffic Bun and is also a celebrity endorser for the brand. Because Fadil Jaidi is very popular in Indonesia and has a funny nature. This research was conducted to find out how much influence Celebrity Endorser Fadil Jaidi has on Traffic Bun Brand Awareness. The population used in this research was Fadil Jaidi's Instagram followers and used quantitative methods with 400 respondents who participated in filling out the questionnaire via online media selected through probability sampling. The analysis techniques used are simple linear analysis and descriptive analysis. The results of a simple linear regression test show that the relationship between celebrity endorsers and brand awareness has a positive effect. The results of the coefficient of determination test show that Fadil Jaidi as a celebrity endorser has a 45.8% influence on brand awareness of Traffic Bun products. Meanwhile, 54.2% of other influences were influenced by other factors not examined by researchers.*

**Keywords: Celebrity Endorser, Marketing Communications, Brand, Brand Awareness**