

ABSTRACT

Competition in the online news media industry continues to intensify with technological advancements and changes in user behavior. Factors such as brand awareness influence the competition among online news media outlets. KapanLagi, which provides global news, ranked third on the Publisher Group Leaderboard Indonesia in January 2023, below KG Media and Detik Network. To enhance brand awareness, KapanLagi organized the Event KapanLagi Korean Festival Bandung 2023 and collaborated with the influencer Kimbab Family. This study aims to measure the impact of the Event KapanLagi Korean Festival Bandung 2023 and the Kimbab Family influencer on KapanLagi's brand awareness. The method used is quantitative with descriptive research. The sample consists of 384 respondents selected using probability sampling and simple random sampling techniques. Data analysis includes tests for normality, heteroscedasticity, multicollinearity, correlation coefficients, determination coefficients, and multiple linear regression. The results show that the KapanLagi Korean Festival Bandung 2023 event partially influences KapanLagi's brand awareness by 51.5%, while the Kimbab Family influencer impacts KapanLagi's brand awareness by 45%. Simultaneously, the Event KapanLagi Korean Festival Bandung 2023 event and the Kimbab Family influencer influence KapanLagi's brand awareness by 53.9%, with the remaining 46.1% influenced by other variables not examined in this study. Future research is expected to expand the findings by incorporating additional variables in building brand awareness and exploring different industries.

Keywords: *Event, Influencer, Brand Awareness, KapanLagi.*