

## **ABSTRACT**

*This research was conduct to determine the effect of Raditya Dika's Brand ambassador on Traveloka's Brand awareness. The purpose of this research is to measure how much influence Traveloka has made by appointing Raditya Dika as a Brand ambassador on Brand awareness. This research uses quantitative methods with descriptive research types sources from samples with nonpurposive sampling techniques using purposive sampling types totaling 100 respondents. The results of the correlation coefficient test found a strong, significant, and unidirectional relationship with the calculated  $t$  value wich gave a significant effect of  $22.560 > t$  table equal 1.660. The conclusion in this study that there is an influence of Raditya Dika's Brand ambassador which is 83,9% and the remaining 16.1% are influenced by other variable besides the independent variable.*

**Keywords:** *Brand ambassador, Raditya Dika, Brand awareness, Traveloka*