

ABSTRACT

The influence of Ariel Noah as a Brand Ambassador on the Brand Awareness of Greenlight products

Keywords: Brand Ambassador, Brand Awareness

(xv + 83 + Attachments)

With the rapid development of technology, companies are trying to market their products to invite consumers to buy, one of which is the use of Brand Ambassador. Ariel Noah has been a Greenlight Brand Ambassador since 2013. Using a Brand Ambassador, is expected to increase the Brand Awareness of a product. This study aims to determine clearly whether there is an influence between Ariel Noah as a Brand Ambassador on the Brand Awareness of Greenlight products. This study uses the S-O-R (Stimulus-Organism-Response) theory which was first proposed by Houland in 1993. This theory assumes the assumption that attitude change will depend on the extent to which a communication is noticed, understood, and accepted. This study also uses quantitative research methods and collects data through a questionnaire method. The population in this study is the audience or audiences who follow Ariel Noah. The sampling technique used the probability sampling method, namely simple random sampling. The results of this study indicate that the relationship between Ariel Noah as Brand Ambassador to Brand Awareness of Greenlight products is influenced by 55 %, so it can be concluded that there is a positive influence between Ariel Noah as Brand Ambassador to Brand Awareness of Greenlight Products.

Bibliography (2013-2022)