

ABSTRACT

The development of social media in Indonesia began to rapidly follow the development of internet access to users in Indonesia even more the use of Instagram. Through social media Instagram we can do celebrity endorsement activities and work together with Selebgram Elzatta company is one company that uses the promotion of celebrity endorsement at his company. With the aim of creating awareness of the consumer's product awareness, and one of its celebrities is Intan Erlita, the author of this research aims to find out how the respondents respond to celebrity endorsement and social media, and know how much influence the celebrity endorsement of brand awareness Elzatta.

In this study the authors use quantitative methods with the help of SPSS application IBM V.22, the variable in this study consists of independent variables of celebrity endorsement. And the dependent variable is brand awareness. Using primary and secondary data collection techniques, the population of this study is a buyer of Elzatta products, the type of this study is descriptive and causality with quantitative methods. Using a sample of 100 respondents, data collection using questionnaires using sampling techniques using the Bernoulli formula.

The results show that celebrity endorsement used by Elzatta company as a whole with all dimensions of celebrity endorsement variable is considered "good" with an average total score of 73.9%. Brand awareness at the Elzatta company also has a "good" value with overall dimensions of the brand awareness variable with an average total score of 76%. Result of t test, obtained t count equal to 7,277 and t value of table from t distribution table with $\alpha = 0,05$ in two-way test is 1.99 which means bigger than t table ($t_{count} > t_{table}$), So it can be concluded that the celebrity endorsement (X) variable significantly influences brand awareness (Y) in Elzatta Company.