

ABSTRACT

Advertising is a promotion of products and services, advertisements are delivered through mass media and social media, advertisements common contain *Tagline or slogan* created to make it easier for consumers to remember products and show the brand image. *Brand Awareness* formed by the consumers' ability to recognize or remember a brand from names, images, and taglines. This study aims to measure how the influence of the "*Feel the Beauty*" Tagline on Wardah Cosmetics Brand Awareness of @Wardahbeauty Instagram followers. The method used in this research is the quantitative method with descriptive analysis. The populations in this study are Instagram followers of @Wardahbeauty and know about the Wardah cosmetics tagline. Through the calculations 0.5% error rate a sample of 400 respondents was obtained. The sampling technique is done by *non-probability sampling* and *purposive sampling methods*. Hypothesis testing of this study was carried out using the coefficient determination and the t-test was analyzed by using simple linear regression analysis through IBM SPSS version 25. The results showed that the tagline variable "Feel the Beauty" (X) was in the high category or received a positive response with the percentage value of 75.15% and the variable *Brand Awareness* Bandages Charm Body fit (Y) based on the results of the study. Then, gain a positive response with a percentage value of 80.95%. Based on the calculation of the results of this study, it was concluded that the *tagline* "Feel the Beauty" affected the Awareness Wardah cosmetic brand by 61%.

Keywords : Tagline, Brand Awareness