ABSTRACT

A brand with the right positioning will make the brand have a position in the minds of its target market so that it raises brand awareness of the brand, otherwise known as brand awareness. This study aims to determine the positioning of Mi Lemonilo which consists of points of difference and points of parity which affect brand awareness which consists of recognize, recall, and top of mind in Lemonilo's target market. The research method used is quantitative with the type of causal research. The data has been collected by the author online through a questionnaire to 385 Lemonilo's target market. The sampling technique used is non probability sampling with purposive sampling method. Researchers used simple linear regression analysis in the data analysis process carried out through SPSS IBM version 25. Based on the results of data analysis, the positioning of Mi Lemonilo (X) had a significant effect on brand awareness of 0.509 or 50.9% while the other 49.1% were influenced by other factors outside of this research.

Keywords : Positioning, Mi Lemonilo*, Brand Awareness*