

ABSTRACT

The study was conducted to determine the effect of PR event on brand awareness. This study used a quantitative survey research method and the type of this study is non-probability sampling technique with purposive sampling type and unknown sampling as many as 96 respondents, the data were processed using SPSS software version 26. Based on the results of partial hypothesis testing (T test), marketing public relations has a significant effect on consumer buying interest of $t^{count} 8,000 \geq 1,689 t^{table}$ with a significance value of $0,000 \leq 0,05$ which means that H_0 is rejected and H_a is received., this means that the regression model can be used or there is an influence between PR event (X) brand awareness (Y). Based on the correlation test, it is known that the overall X variable marketing event (PR event) has a very low influence on the Y variable (brand awareness).

Keywords: Brand Awareness, Isuzu MUX, PR event, Youtube.