

ABSTRACT

In January 9, NCT Dream was appointed by Lemonilo instant noodles as the Brand Ambassador for their healthy instant noodle product. At the end of 2022, in December, Databoks released a report on the most frequently consumed instant noodle brands by the Indonesian public over the past year, placing Lemonilo instant noodles in fourth position. Lemonilo is recognized as the first healthy instant noodle and a newcomer in the market. The purpose of this study is to examine the extent of NCT Dream's influence as a Brand Ambassador on the Brand Awareness of Lemonilo instant noodles. This study employs a quantitative descriptive analysis method using SPSS software to process the data and applies a Likert scale. Data collection techniques include distributing questionnaires via Google Forms and conducting literature studies. The results, based on responses from 100 participants, indicate that NCT Dream as a Brand Ambassador has a positive impact on Brand Awareness. Hypothesis testing using the t-test show a result of $4.666 > 1.984$, with a significance value of $0.000 < 0.05$. Furthermore, the coefficient of determination test shows that 18.2% of Lemonilo's Brand Awareness is influenced by NCT Dream as Brand Ambassador, while the remaining 81.8% is influenced by factors outside the scope of this study.

Keywords : Brand Amassador, Brand Awareness, instant noodle, food, boygroup