

ABSTRACT

This research is motivated by the phenomenon of the increasing use of technology in today's digital era, one of which is webinars, which are utilized as an effective and accessible promotional medium. Through Seminarkita.id, PT. Prosyd Bina Solusindo leverages webinar activities not only to provide knowledge to participants but also as a strategy to enhance the company's brand awareness. During the implementation of the Seminarkita.id webinar, the company recorded an increase in sales and consumer interaction, indicating that this method has a meaningful impact on the company.

The research employed a descriptive quantitative approach through a survey using questionnaires distributed to 100 webinar participants. The data analysis method used was simple linear regression testing, and the interval scale was applied as the measurement scale. In this study, the webinar activity variable served as the independent variable (X), which was analyzed for its influence on brand awareness as the dependent variable (Y).

Based on the results, the webinar activity variable showed a percentage of 80.2%, indicating that webinars have a significant influence on the company's brand awareness. The remaining 19.8% was not explained in the study and is assumed to be influenced by other factors such as service quality, audience engagement, and marketing content.

Keywords: webinar, brand awareness, Effectiveness, Online Promotion.