The Effect of Brand Ambassador and Tagline on Brand Awareness on Sr12 Skin Care Products

(Study on the Community of Purwakarta Village, Purwakarta District, Cilegon City)

Supriyadi[1][*][a], Umi Narimawati[2], Azhar Affandi[3], Sidik Priadana[4], Heri Erlangga[5]

[1]Fakultas Ekonomi Dan Bisnis, Universitas Al-Khairiyah, Cilegon, Banten, Indonesia
[2]Universitas Komputer Indonesia (UNIKOM), Bandung, Jawa Barat, Indonesia
[3.4.5]Universitas Pasundan, Bandung, Jawa Barat, Indonesia
[a]Student Of Doctoral Program In Management Science, Universitas Pasundan, Bandung, Jawa Barat, Indonesia
*Email: **supriyadi8783@gmail.com**

Abstract:

This study aims to: To determine the effect of Brand Ambassador on Brand Awareness on Sr12 Skin Care products, a study in the Purwakarta Village Community, Purwakarta District, Cilegon City. To determine the effect of the Tagline on Brand Awareness on Sr12 Skin Care products, a study was conducted in the Purwakarta Village Community, Purwakarta District, Cilegon City. To determine the effect of Brand Ambassador and Tagline simultaneously on Brand Awareness on Sr12 Skin Care products, a study was conducted in the Purwakarta Village Community, Purwakarta District, Cilegon City. The research method used in this study used a survey method, while the target in this study were Sr12 skincare consumers in Indonesia Purwakarta Village, Purwakarta District, Cilegon City.with an unlimited population. The number of samples determined by this research amounted to 88 people according to Maholtra's opinion. Based on the results of the research "The Effect of Brand Ambassadors and Taglines on Brand Awareness in Sr12 Skin Care Products (study on the Purwakarta Village Community, Purwakarta District, Cilegon City)" can be seen as follows: T test results (partial) for Brand Ambassador tcount result $2.012 > 1.988$ t table answers the first hypothesis, namely Brand Ambassador has a significant effect onBrand Awareness sr12 skincare Purwakarta Village, Purwakarta District, Cilegon City. For the Tagline variable hypothesis tcount $4.993 > $ ttable 1.988, this answers the second hypothesis, namely Tagline has a significant effect on Brand Awareness sr12 skincare Purwakarta Village, Purwakarta District, Cilegon City. Based on the distribution table F table F table = F (k; nk) (2; 88-2) at level a 5% and F table 3.09 so F $22.044 > 3.09$ that it is concluded that Ho is rejected Ha is accepted which means Brand Ambassador and Tagline have a positive and significant influence simultaneously on Brand Awareness.

Keywords: Brand Ambassador, Tagline, Brand Awareness.

INTRODUCTION

Various beauty products in Indonesia are progressing rapidly. There are many beauty trends in the era of social media like now, people are more concerned and more happy to highlight their beauty. The younger generation has even started doing facials since they were teenagers. Not just a face wash and moisturizer, teenagers in their teens have even started applying anti-aging products to spending all their money on beauty. Therefore, beauty companies are competing to meet the needs of the community and instill Brand Awareness to their consumers. Brand Awareness is the ability of consumers to recognize or remember a brand, including names, images, logos and also certain slogans that have been used by the brand in promoting their products.

According to Market place data, the best local cosmetic brands in Indonesia in 2020 are: Emina, Wardah, Make Over, Moko-Moko, Relover Reaction, Purbasari, Blp Cosmetics, Mustika Ratu, Goban Cosmetics, Esqa Cosmetics. With the increasingly fierce competition, cosmetic companies are trying hard to occupy the top brand position in Indonesia, as well as newly started companies such as Sr12 Skin Care which are even harder to achieve Brand Awareness. With the increasing number of cosmetic companies in Indonesia, consumers are more free to choose alternatives in choosing their choices, so that consumers can easily switch to certain brands.

In marketing communications, companies compete to convey information as effectively and as best they can to potential customers to increase Brand Awareness. One of them is by using a Brand Ambassador as an attraction for the delivery of product information. Brand Ambassador is marketing for a person or group who is hired by contracted by an organization or company to promote a brand in the form of products or services, both national and international relations.

In addition to using a Brand Ambassador, another influencing factor to increase Sr12 Skin Care's Brand Awareness is by using a Tagline (slogan). Tagline is a general term in the world of marketing that refers to a short description, consisting of only a few words, that can describe a product as a whole so that you will always remember the product. Sr12 Skin Care products have the tagline #successbersama #gointernasional the goal is that everyone deserves the opportunity to look attractive and healthy, while increasing their economy and the world of beauty and health must be fun and inspire everyone.

Brand Awareness is the ability of a prospective buyer to recognize or remember that a brand is part of a certain product category. Rangkuti (in Firmansyah 2019) said that Brand Awareness is the ability of a customer to remember a certain brand or certain advertisement spontaneously or after being stimulated by key words. According to Kotler and Keller (2012: 241) states that a brand must have sellable characteristics. In addition, the brand must also be able to create a positive image of consumers so as not to turn to competitors. One way that can be done by creating Brand Awareness.

Thus, Brand Awareness is a general purpose of marketing communication, with high Brand Awareness it is hoped that whenever a category need arises, the Brand will be re-emerged from memory which is then taken into consideration by various alternatives in decision making. Brand Awareness refers to consumer knowledge of the existence of a Brand.

Sr12 Skin Care is a new cosmetic brand compared to Sari Ayu, Mustika Ratu, Wardah and others. Sr12 Skin Care has been growing for more than five years helping many people in Indonesia to get the beauty treatments that fulfill their dreams. And continue to innovate to create and offer high quality, environmentally friendly, safe products with proven results for Indonesian women, besides that Sr12 Skin Care opens up interesting opportunities to be part of a beauty community that helps meet individual economic needs.

Users of the Sr12 Skin Care product are Indonesian women from Sabang to Merauke and the researchers chose the Purwakarta Community of Purwakarta District, Cilegon City to conduct research. In the Purwakarta Village Community, Purwakarta District, Cilegon City, especially women, they are able to realize Sr12 Skin Care products, this can be seen in the number of Purwakarta Villagers, Purwakarta District, Cilegon City, who know the Sr12 Skin Care actress or Brand Ambassador who promotes Sr12 Skin Care products. promote by Sr12 Skin Care on social media.

In the field of promotion, Brand Ambassador, and Tagline are often used by companies in promoting products that will be launched to the market, but the level of effectiveness and efficiency of this strategy is still uncertain because many companies cannot increase the public's Brand Awareness of their products. By using Brand Ambassadors as advertisement stars who convey product information in their marketing. Companies that use advertisements through electronic media and print media usually compete to make slogans or taglines for their company brands so that they are easily remembered by the public or consumers.

In human life, some decisions are influenced by trendsetter idols. In the world of marketing, this trendsetter is often used to become a Brand Ambassador. A brand ambassador is someone who has a passion for the brand and can influence or invite consumers to buy or use a product. According to Doucett (in Firmansyah 2019) in his book he said that a Brand Ambassador is someone who has a passion for the brand, wants to introduce it, and even voluntarily provides information about the brand.

Meanwhile, according to Lea-Greenwood (in Aidina Dzikra 2019), "A Brand Ambassador is a tool used by companies to communicate and connect with the public, regarding how they actually enhance sales". This means that Brand Ambassador is defined as a tool used by companies to communicate and connect with the public, about how they actually increase sales.

For a company, the use of Brand Ambassadors aims to influence consumers in buying products. Companies must be able to know consumer demand so that companies can choose the right Brand Ambassador for their products. This right brand ambassador serves to influence and become a trendsetter for the products the company sells. It is hoped that the presence of a Brand Ambassador can increase consumer purchases with the influence of the Brand Ambassador.

According to Abiromo 2014 an effective tagline is one that is able to increase Brand Awareness, in accordance with the purpose of advertising to introduce or increase consumer knowledge about the advertised brand. Advertising is part of a marketing strategy that must be dynamic. He must be able to cultivate consumer loyalty to the brand, so that he can maintain or even increase the existence of the brand. Considering that competition with other similar products or with their substitute products is a necessity in the world of business or trade.

Effective advertising is able to influence consumer affection and cognition as well as consumer behavior, with consumer advertising about products, intensive and ongoing advertising campaigns aimed at building consumer Brand Awareness.

So an effective tagline is a tagline that is able to increase brand awareness, in accordance with the purpose of advertising to introduce or increase consumer knowledge about the advertised brand, and is able to influence affection and cognition as well as consumer behavior.

Judging from the phenomena and data obtained and has also been described previously. The author is interested in conducting research on "The Effect of Brand Ambassadors and Taglines on Brand Awareness in Sr12 Skin Care Products (study on the Purwakarta Village Community, Purwakarta District, Cilegon City)''

LITERATURE REVIEW
Influence of Brand Ambassadors on Brand Awareness
A brand ambassador is someone who has a passion for the brand and can influence or invite consumers to buy or use a product. Products and brands can stand out in advertising, one of which is using a Brand Ambassador, usually a company takes a public figure who works or is involved in the world of entertaining a character, tv star, actor, actress, athlete, and so on. Celebrities are people who are famous or famous in the community to support a product. Celebrities are spokespersons. As spokespersons or communicators, Brand Ambassadors must have an appeal to consumers, high knowledge of their products can form trust and a positive impression on consumers.

Consumers or customers usually have trust and interest in public figures or celebrities as Brand Ambassadors because they have indicators to become Brand Ambassadors, so that they can affect Brand Awareness for consumers.

The Effect of Taglines on Brand Awareness

Tagline is a short expression containing a solid and easy to remember message. This tagline can be likened to a slogan, or jargon in an advertisement. The use of this tagline is to strengthen the ad's ability to execute (achieve the target) which is to influence consumers to use the advertised product.

Advertisements consist of advertisements that have a tagline and advertisements that do not have a tagline, advertisements are communication between producers and consumers, in conveying these communications advertisements require an approach known as advertising persuasion which aims to make these advertisements create Brand Awareness which in turn creates purchasing decisions. to the brand. Brand Awareness is closely related to the mindset or mindset, where the mindset involves the perception process.

RESEARCH METHOD

The research method used in this survey and research method is a combination of descriptive and associative research that discusses three variables, namely two independent variables (the influencing variable and one dependent variable (the affected variable). In this study the instrument used as a collection tool the data is a questionnaire compiled according to the Likert scale measurement. The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. With the Likert scale, the variables will be measured as indicators of variables. Research instrument is a tool used to measure natural or social phenomena that are observed.Specifically all these phenomena are called research variables: Instrument to measure Brand Ambassador, Instrument to measure Tagline, and Instrument to measure Brand Awareness.

Measurement scale technique for analysis purposes, the authors collect data and process the data obtained from the questionnaire by giving research weights to each question answer based on the Likert scale where the scale is used to measure attitudes, opinions and perceptions of a person or group of people about social events or phenomena. With the weight of the assessment of the answers to the questionnaire.

RESEARCH RESULTS AND DISCUSSION

A. Reliability Test

Reliability test is used to measure the questionnaire which is an indicator of the variable. The questionnaire is reliable if each question is answered by the respondent consistently or stable from time to time. A questionnaire is said to be reliable if the Cronbach Alpha value is more than 0.60. Based on the analysis that has been done, the results of the validity test are described in the table of reliability test results.

Table 1
X1 Variable Reliability Results (Brand Ambassador)
Reliability Statistics

Cronbach's Alpha	N of Items
,786	6

Processing Results *SPSS 23.0*

Based on the calculation results shown in table 4.31 the Cronbach's Alpha value is 0.786> 0.600. So it can be concluded that the items in the statement of variable X1 are declared Reliable).

Table 2
X2 Variable Reliability Results (Tagline)
Reliability Statistics

Cronbach's Alpha	N of Items
,839	8

Processing Results SPSS 23.0

Based on the calculation results shown in table 4.32 the Cronbach's Alpha value is 0.839> 0.600. So it can be concluded that the items in the statement of variable X2 are declared Reliable).

Table 3
Result of Reliability Variable Y (Brand Awareness)
Reliability Statistics

Cronbach's Alpha	N of Items
,698	8

Processing Results SPSS 23.0

Based on the calculation results shown in table 4.33 the Cronbach's Alpha value is 0.698> 0.600. So it can be concluded that the items in the statement of variable Y are declared Reliable).

B. Test Requirements Analysis

Test requirements analysis is needed to determine whether data analysis for hypothesis testing can be continued or not. The following is an analysis of the data according to the requirements test.

C. Normality Test

The Kolmogrov-Smirnov test is a decision from whether or not the distribution of the residual value of a variable in the Kolmogrov-Smirnov test is normal if the significance value is obtained. For decision making whether the data is normal or not, it is enough to read the significance value (Asymp sig 2-tailed). If the significance is <0.05, then the conclusion is that the data is not normally distributed, and vice versa. Based on the test results through statistical software, the results obtained in the form of the following table.

Table 4 Normality Test Results
One-Sample Kolmogorov-Smirnov Test

|		Unstandardized Residual
N		88
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	210,171,248
Most Extreme Differences	Absolute	,057
	Positive	,050
	Negative	-,057
Test Statistic		,057
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
This is a lower bound of the true significance

Based on the test results listed in table 4.34, a significance value of 0.200 is obtained where the value obtained is greater than 0.05. Therefore, it can be concluded that the residual values of the tested variables are normally distributed.

P-Plot Graph: the decision from the normal distribution of the residual value of a variable on the p-plot graph is that if the points follow a diagonal line then the data is normally distributed. Based on the results of tests carried out with statistical software, the results are in the form of images.

Figure 4 P-Plot Graph
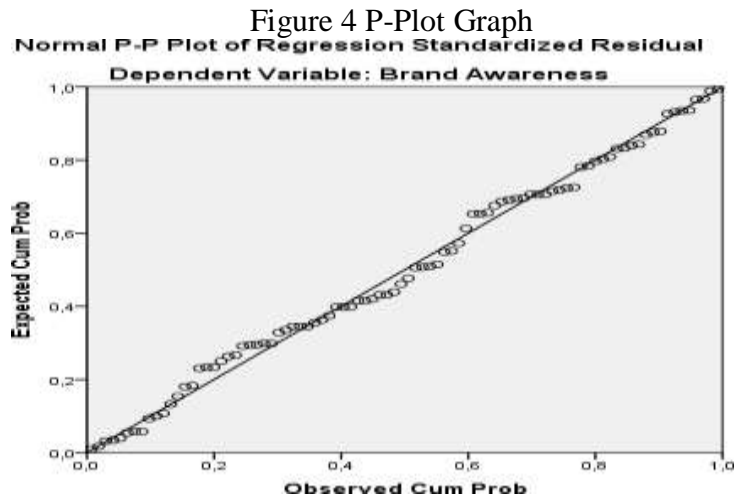
Based on Figure 4.4, it can be seen that the data spreads around the diagonal line and follows the direction of the diagonal line. Thus it can be concluded that the residual value in the variables tested is normally distributed.

D. Autocorrelation test

Autocorrelation test aims to test whether in a linear regression model there is a correlation between user errors on priority. If there is, it means that there is autocorrelation in this study. The presence of autocorrelation is tested with Durbin Watson (DW). To find out whether there is autocorrelation, see table 5 below. :

Tabel 5

Hasil Uji Statistic Durbin-Watson

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin- Watson
1	,584ª	,342	,326	212,629	1,881

a. Predictors: (Constant), Tagline, Brand Ambassador

Dependent Variable: Brand Awareness

From table 5 it can be seen that the Durbin-Watson statistical test results are 1.881. The DW value lies between DU<DW<4-Du, so it can be concluded that there is no positive or negative autocorrelation symptom in the regression model used. This value will be compared with the table value using a significant value table of 0.05 or 5%, the number of samples is 88 and the number of bound 2 (K=2) in the Durbin-Watson table, the DL value = 1.6071 and the DU value = 1.6999. According to the above formula DU<DW<4-DU the result is DU= 1.6999

smaller than DW= 1.881 smaller than 4-DU: 2.3001 So it can be concluded that there is no autocorrelation.

E. Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent variables. To detect the presence or absence of multicollinearity in the regression, it can be seen from the tolerance value and variance inflation factor (because VIF = 1/tolerance). The cut off value that is commonly used to indicate the level of multicollinearity is the tolerance value 0.10 or equal to 10, the following researchers present the results of the multicollinearity test in the following table 4.36:

Table 6
Multicollinearity Test Results

Coefficients^a

Model		B	Std. Error	Beta	t	Sig.	Tolera nce	VIF
		Unstandardized Coefficients					Collinearity Statistics	
1	(Constant)	10,240	3,085		3,319	,001		
	Brand Ambassador	,222	,110	,193	2,012	,047	,840	1,191
	Tagline	,399	,080	,480	4,993	,000	,840	1,191

Dependent Variable: Brand Awareness

Based on table 6 using the tolerance method and VIF on spss 23, the tolerance result is 0.840 and the VIF value is 1.191, so it can be concluded that in this research there is no multicollinearity because seeing the tolerance value if the tolerance value is greater than > 0.10, it means that there is no multicoloniarity. and if you look at the VIF value, if the VIF value is less than < 10.00, it means that there is no multicollinearity.

F. Heteroscedasticity Test

A regression model is said to have a certain heteroscedasticity on the scatterplot graph. The results of the heteroscedasticity test in this study are as follows:

In Figure 5 below, it can be seen that there are points that spread randomly above and below the y-axis. The dots do not form a certain pattern on the chart. Thus it can be concluded that there is no heteroscedasticity. In this research regression model.
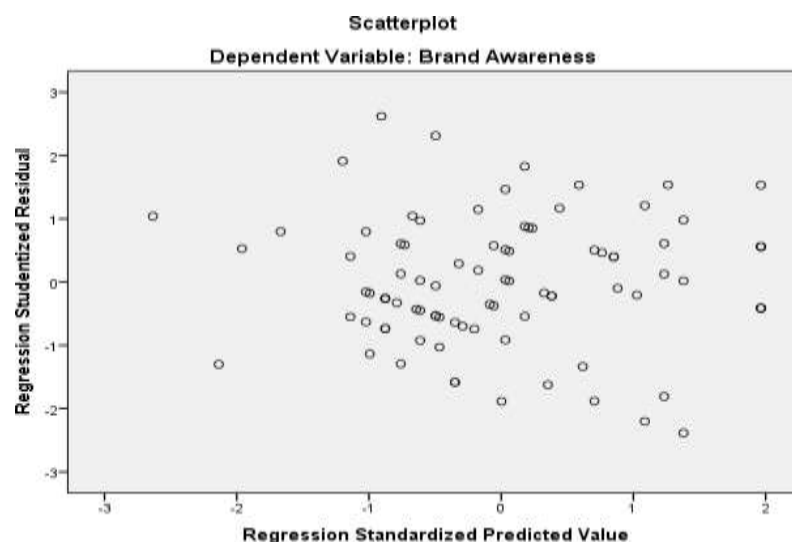

Figure 5 Plot graph

G. Linierity Test

The linearity test aims to test whether there is a relationship between the 3 variables that are linear. Linearity calculations are used to determine and measure when the independent variable data is linearly related or not with the dependent variable. In this study, Deviantion From Linearity was used with a significant level of 0.05. Three variables are said to have a linear relationship if the significant value is more than 0.05.

Tabel 7
Uji Liniearitas Brand Ambassador terhadap Brand Awareness

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Brand Awareness * Brand Ambassador	Between Groups	(Combined)					
			162,535	10	16,254	2,972	,003
		Linearity	86,617	1	86,617	15,839	,000
		Deviation from Linearity	75,918	9	8,435	1,542	,148
	Within Groups		421,090	77	5,469		
	Total		583,625	87			

SPSS Processing Result 23.0

From the sample above, it can be seen that the significance value of the deviation from linearity is 0.148 > 0.005. Because the significance is greater than 0.05, it can be concluded that there is a linear relationship between the Brand Ambassador and Brand Awareness variables.

Tabel **4**.38
Tegline Linearity Test on Brand Awareness

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Brand Awareness * Tagline	Between Groups	(Combined)	223,94			3,89	
			2	12	18,662	1	,000
		Linearity	181,028	**1**	181,028	37,747	,000
		Deviation from Linearity	42,914	11	3,901	,813	,627
	Within Groups		359,683	75	4,796		
	Total		583,625	**87**			

SPSS Processing Result 23.0

From the sample above, it can be seen that the significance value for Deviantion From Linearity is 0.627>0.005. Because the significance is greater than 0.05, it can be concluded that there is a linear relationship between the Tagline and Brand Awareness variables.

The results of testing the proposed alternative hypothesis are significantly acceptable, namely with a positive relationship between Brand Ambassador and Tagline on Brand Awareness on Sr12 skin care products in the Purwakarta Village Community, Purwakarta District, Cilegon City. For more details about the relationship between Brand Ambassadors and Taglines on Brand Awareness on Sr12 skin care products in the Purwakarta Village Community, Purwakarta District, Cilegon City, it can be seen from the description below:

A. The results of the validity test indicate the extent to which the research instrument items for Brand Ambassador, Tagline (independent variable) and Brand Awareness (dependent variable) from 88 respondents 22 statements submitted for the three majority variables are declared valid, because the validity test shows that Rcount of each dependent and independent variable shows greater than Rtable of 0.2096 which means all indicators are valid.

B. The results of the reliability test to determine the accuracy of the instrument, the reliability of the questionnaire was tested by the Cronbach Alpha method. The results for the X1 variable were 0.786, for the X2 variable was 0.839 and the Y variable was 0.698, which means it is greater than 0.60 with a significant level of 5% and The three variables were declared reliable because the Cronbach Alpha value was > 0.60. Which means that the questionnaire which is all indicators of these variables is reliable.

C. The results of the classical assumption test for the normality test are said to be normally distributed data, this is indicated by a significant value of 0.200 greater than 0.05. This means that the residual data is normally distributed because the significant value is greater than 0.05.

D. The results of the classical assumption test for the autocorrelation test can be concluded that there is no positive or negative autocorrelation symptom in the regression model used. This value will be compared with the table value using a significant value of 0.05. The number of samples is 88 and the number of independent variables is 2 (K-2) so that the results of DU = 1.6999 < Durbin Watson value = 1.881 < 4-DU = 2.3001, it can be concluded that there is no autocorrelation symptom.

E. The results of the classical assumption test for the multicollinearity test can be concluded that for this study there is no multicollinearity because the tolerance value is greater than 0.10 and the VIF value is less than 10. From this research, the tolerance value is 0.840 and the VIF value is 1.191.

F. The results of the classical assumption test for the heteroscedasticity test based on the p-plot can be seen that the data still spreads randomly and does not form a certain pattern, meaning that it can be concluded that the data is free from heteroscedasticity problems.

G. The results of the linearity test for the Brand Ambassador variable on Brand Awareness showed a significant value at 0.148 deviantion from linearity because the deviantion from linearity was greater than 0.05, so it can be concluded that there is a linear relationship between the Brand Ambassador variables and Brand Awareness. Meanwhile, the Tagline variable on Brand Awareness shows a significant value in the deviation from linearity of 0.641. So it can be concluded that between Brand Ambassador and Tagline variables there is a linear relationship.

H. The results of multiple linear regression on Brand Awareness are shown by the equation, it can be seen that the most influential independent variable is the Brand Ambassador variable of 0.222, followed by the Tagline variable with a coefficient of 0.399. It can be concluded that the linear regression towards Y is positive in that the coefficient value indicates a unidirectional relationship between Brand Ambassador and Tagline increases, Brand Awareness also increases.

I. The results of the multiple correlation analysis have a significant value of 0.000 which means it is smaller than 0.005. So it can be said that the dependent variable is correlated

with the independent variable. Then the multiple correlation coefficient (R) is 0.584 which is between 0.200-0.584, meaning that Brand Ambassador and Tagline simultaneously have a moderate relationship with Brand Awareness

J. The results The determinant coefficient of the R square coefficient is 0.342 calculated by the formula Kd = 0.342 x 100% it can be seen that 0.342% so it can be concluded that Brand Awareness is influenced by Brand Ambassador and Tagline, the remaining 65.8% is influenced by other factors.

K. T-Test Results The t-count value on the Brand Ambassador variable (X1) is 2.012 with a significant level of 0.047. Because the t arithmetic value is 2.012 > the t table value is 1.988 and the significant level is less than = 0.05, then Ho is rejected and Ha is accepted. This means that the Brand Ambassador variable individually has a positive and significant effect on Brand Awareness while the t-count value for the Tagline variable (X2) is 4.993 with a significant level of 0.000. Because the t arithmetic value is 4.993 > the t table value is 1.988 and the significant level is less than = 0.05, then Ho is rejected and Ha is accepted. This means that the individual Tagline variable has a positive and significant effect on Brand Awareness.

L. The results of the F test value F = 22,044 with a significant value < probability value = 0.00 < 0.05 because the significant value of the test is smaller or below the value of a = 5%, it can be concluded that the combination of two independent variables consisting of Brand Ambassador and Tagline has simultaneous positive and significant influence on Brand Awareness. And based on the distribution table F table = F (k; n-k) (2; 88-2) at level a = 5% and f table 3.09 so F count > F table (22.044 > 3.09). It can be concluded that Ho is accepted, Ha is accepted, which means that Brand Ambassador and Tagline have a positive and significant influence simultaneously on Brand Awareness.

CONCLUSION

This study aims to determine the effect of Brand Ambassador and Tagline on Brand Awareness of Sr12 skin care products in the Purwakarta Village Community, Pusrwakarta District, Cilegon City. Based on the results of the research described in the previous chapter, the following conclusions can be drawn:

1. The X1 Brand Ambassador variable has a positive and significant impact on the Brand Awareness of Sr12 skin care products in the Purwakarta Village Community, Purwakarta District, Cilegon City. This is proven based on the value of Tcount obtained which is greater than the value of Ttable, namely Tcount 2.012 while Ttable 1.988 and the significance level of 0.047 is smaller than = 0.05, then Ho is rejected and Ha is accepted. With the highest indicator value Attractives (attractiveness) of 36.0% and the lowest indicator value of Trustworthiness is 31.4%.

2. The X2 Tagline variable has a positive and significant impact on the Brand Awareness of Sr12 skin care products in the Purwakarta Village Community, Purwakarta District, Cilegon City. This is proven based on the value of Tcount obtained which is greater than the value of Ttable, namely Tcount 4.993 while Ttable 1.988 and the significance level of 0.000 is less than = 0.05, then Ho is rejected and Ha is accepted. With the highest indicator value of familiarty at 35.3% and the lowest indicator value Relevant at 24.2%.

3. *3. Variable X1 (Brand Ambassador) and variable X2 (Tagline) are tested together or simultaneously. Brand Ambassador and Tagline have an effect on Brand Awwareness. Sr12 skincare products for the Purwakarta Village Community, Purwakarta District, Cilegon City. This is proven based on the value of Fcount obtained which is greater than the value of Ftable, namely Tcount 22.044 while Ftable 3.09 and the significance level of 0.000 is less than = 0.05, then Ho is rejected and Ha is accepted. With the highest indicator value of Brand Racell of 30.6% and the lowest indicator value of Unware Brand of 12.4%.*

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