

**PENGARUH CHELSEA ISLAN SEBAGAI *BRAND AMBASSADOR*  
PRODUK *SMARTPHONE* OPPO F5 DI MEDIA *YOUTUBE*  
TERHADAP *BRAND AWARENESS* ( SURVEI KEPADA WARGA  
KOMPLEK BEA CUKAI PASAR MINGGU JAKARTA SELATAN )**

**MUHAMMAD FIKRI**

**Abstrak**

Latar belakang penelitian ini membahas tentang bagaimana Pengaruh Chelsea Islan Sebagai *Brand Ambassador* Produk *Smartphone* Oppo F5 Di Media *Youtube* Terhadap *Brand Awareness*. Tujuan penelitian dalam penelitian ini adalah untuk mengetahui dan mengukur seberapa besar Pengaruh Chelsea Islan Sebagai *Brand Ambassador* Produk *Smartphone* Oppo F5 Di Media *Youtube* Terhadap *Brand Awareness*. Teori penelitian menggunakan Model S-M-C-R ( *Source, Message, Chanel, Raecesiver* ). Metode penelitian ini menggunakan metode kuantitatif. Sampel dalam penelitian ini adalah warga komplek bea cukai pasar minggu Jakarta selatan 252 warga yang dibulatkan menjadi 72 responden. Teknik penarikan sampel yang digunakan yaitu *Non Probability Sampling*. Teknik pengumpulan data dengan menggunakan kuesioner atau angket yang di sebarakan responden. Hasil penelitian menunjukkan bahwa terdapat Pengaruh Chelsea Islan Sebagai *Brand Ambassador* Produk *Smartphone* Oppo F5 Di Media *Youtube* Terhadap *Brand Awareness*. Hipotesis penelitian membuktikan bahwa diperoleh  $t$  hitung  $>$   $t$  tabel yaitu  $7,393 > 1.667$ , dan besarnya maka dapat disimpulkan 43,8% *Brand Awareness* (Variabel Y) ditentukan oleh pengaruh Chelsea Islan sebagai *Brand Ambassador* (Variabel X). Kesimpulan berpengaruh, karena Chelsea Islan sebagai *Brand Ambassador* membuktikan bahwa  $H_0$  ditolak dan  $H_a$  diterima, maka dapat disimpulkan  $H_0$  ditolak dan dan  $H_a$  diterima yang berarti terdapat pengaruh Chelsea Islan Sebagai *Brand Ambassador* Produk *Smartphone* Oppo F5 Di Media *Youtube* Terhadap *Brand Awareness* yang cukup berarti.

**Kata Kunci** : *Brand Ambassador, Brand Awareness, Smartphone, youtube.*

***THE INFLUENCE OF CHELSEA ISLAN AS OPPO SMARTPHONE  
PRODUCT BRAND AMBASSADOR F5 IN THE MEDIA AGAINST THE  
YOUTUBE BRAND AWARENESS (A SURVEY TO RESIDENTS OF THE  
COMPLEX CUSTOMS SOUTH JAKARTA)***

**MUHAMMAD FIKRI**

***Abstract***

*This research discusses how the influence of Chelsea Islan As Brand Ambassador Oppo Smartphone F5 Products in the Media against the Youtube Brand Awareness. The goal of the research in this study is to find out and measure how big the influence of Chelsea Islan As Oppo Smartphone Product Brand Ambassador F5 in the Media against the Youtube Brand Awareness. Theory research of using the Model S-C-R (Source, Message, Chanel, Raecesiver). This research method using quantitative methods. The sample in this research is a citizen of the complex customs at Pasar Minggu in South Jakarta 252 residents who rounded into 72 respondents. Sample withdrawal technique is used i.e. Non Probability Sampling. Engineering data collection using the question form on the spread of respondents. Results of the study indicate that there is influence of Chelsea Islan As Oppo Smartphone Product Brand Ambassador F5 in the Media against the Youtube Brand Awareness. The hypothesis of the research prove that the obtained  $t$  calculate  $> t$  table i.e.  $7,393 > 1,667$ , and magnitude then it can be summed up 43,8% Brand Awareness (variable Y) is determined by the influence of Chelsea Islan as Brand Ambassador (variable X). The conclusions take effect, because Chelsea Islan as Brand Ambassador  $H_0$  denied and proves that the  $H_a$  is received, then it can be inferred  $H_0$  and  $H_a$  was rejected and accepted which means there is the influence of Chelsea Islan As Brand Ambassador Smartphone Products Oppo F5 in the Media against the Youtube Brand Awareness.*

***Keywords : Brand Ambassador, Brand Awareness, Smartphone, Youtube.***