

**PENGARUH IKLAN BARBERSHOP BRONZE PADA MEDIA
SOSIAL INSTAGRAM TERHADAP *BRAND AWARENESS***

**(Survei Pada *Followers Instagram Barbershop Bronze Di Margonda
Depok*)**

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ABSTRAK

Bisnis barbershop saat ini sangat menjamur di seluruh dunia, tidak terkecuali di Indonesia, karena bisnis barbershop sangat menjanjikan dan menjadi peluang bisnis untuk kaum muda. Kondisi tersebut juga akan menimbulkan persaingan antara Babershop khususnya di wilayah Depok, sehingga Barbershop Bronze harus mempertahankan *eksistensinya*. **Penelitian ini membahas** tentang bagaimana Pengaruh Iklan Barbershop Bronze Pada Media Sosial *Instagram Terhadap Brand Awaraness*. **Tujuan penelitian** dalam penelitian ini adalah untuk mengetahui dan mengukur seberapa besar pengaruh iklan Barbershop Bronze pada media sosial *instagram* terhadap *Brand Awaraness*. **Teori penelitian** menggunakan S-O-R. **Metode penelitian** ini menggunakan metode kuantitatif. **Sampel dalam penelitian** ini adalah *followers Instagram Barbershop Bronze* yang berjumlah 98 responden. **Hasil uji kolerasi** diketahui memiliki pengaruh yang cukup kuat artinya, bahwa pengaruh iklan Barbershop Bronze di media sosial Instagram dapat diterima *Followers Barbershop Bronze*. **Hasil uji** pengaruh diketahui memiliki pengaruh yang signifikan, dikarenakan, generasi muda saat ini sedang marak menggunakan Instagram sebagai media pertukaran informasi. **Hasil pengujian hipotesis** yaitu besarnya pengaruh iklan Barbershop bronze pada media sosial Instagram, mempengaruhi *Brand Awaraness*. **Kesimpulan penelitian ini** terdapat hubungan yang cukup kuat antara pengaruh iklan pada media sosial Instagram dengan *Brand Awaraness* terhadap iklan Barbershop Bronze.

Kata kunci: Iklan, *Instagram*, *Brand Awaraness*.

***THE EFFECT OF BRONZE ADVERTISING BARBERSHOP ON SOCIAL
INSTAGRAM MEDIA TOWARDS BRAND AWARENESS***

(Survey To Followers Instagram Barbershop Bronze At Margonda Depok)

Muhammad Luthfi Fahreza

ABSTRACT

The barbershop business is currently mushrooming throughout the world, not least in Indonesia, because the barbershop business is very promising and a business opportunity for young people. This condition will also lead to competition between Babershop, especially in the Depok area, so Barbershop Bronze must maintain its existence. This study discusses how the Effect of Barbershop Bronze Ads on Instagram Social Media Against Awaraness Brands. The purpose of the study in this study was to find out and measure how much influence Barbershop Bronze advertising on social media instagram on Brand Awaraness. Research theory uses S-O-R. This research method uses quantitative methods. The sample in this study were Barbershop Bronze Instagram followers, totaling 98 respondents. The results of the correlation test are known to have a strong enough effect, meaning that the influence of Barbershop Bronze ads on Instagram social media can be accepted by Barbershop Bronze followers. The effect of the test results is known to have a significant effect, because, the younger generation is currently rife using Instagram as a medium of information exchange. The results of hypothesis testing, namely the magnitude of the influence of Barbershop bronze ads on Instagram social media, affect the Awaraness Brand. The conclusion of this study is that there is a strong relationship between the influence of advertisements on Instagram social media and Brand Awaraness on Barbershop Bronze ads.

Keywords: Ads, Instagram, Brand Awaraness.

