

**PENGARUH *SPECIAL EVENT* "VIVO V9 GRAND LAUNCH  
TERHADAP *BRAND AWARENESS* MEREK VIVO  
(Survei Terhadap *Followers* Akun Instagram Vivo Indonesia)**

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**Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh *special event* "Vivo V9 Grand Launch" terhadap *brand awareness* merek Vivo (survei pada pengikut Instagram @vivo\_indonesia). Konsep yang relevan dalam penelitian ini adalah konsep *Special Event* dan konsep *Brand Awareness*. Penelitian ini dilakukan dengan menggunakan pendekatan penelitian kuantitatif. Metode penelitian yang digunakan adalah metode survei. Populasi penelitian ini adalah *followers* akun Instagram Vivo Indonesia (@vivo\_indonesia) dengan sampel berjumlah 100 orang. Teknik analisis pengaruh variabel X terhadap variabel Y menggunakan uji koefisien determinasi. Teknik pengujian data diproses menggunakan program SPSS (*Statistical Product and Service Solution*) versi 23. Hasil penelitian ini menunjukkan bahwa korelasi dari variabel X dengan variabel Y memiliki hubungan yang negatif. Hasil tersebut ditunjang dengan hasil pengujian hipotesis yaitu *special event* "Vivo V9 Grand Launch" tidak memiliki pengaruh terhadap *brand awareness* merek Vivo.

**Kata Kunci :** *Special Event, Brand Awareness, Kuantitatif.*

***THE EFFECT OF SPECIAL EVENT "VIVO V9 GRAND LAUNCH" ON  
VIVO'S BRAND AWARENESS***

***(A Survey to Vivo Indonesia's followers on Instagram)***

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***Abstract***

*This research aims to know the effect of special event "Vivo V9 Grand Launch" on Vivo's brand awareness (a survey to Vivo Indonesia's followers on Instagram). The relevant concepts in this study are the concept of Special Event, and the concept of Brand Awareness. This study therefore examined the effect of special event "Vivo V9 Grand Launch" on Vivo's brand awareness using quantitative research methods. The population for the research of this study are the followers of Vivo Indonesia (@vivo\_indonesia) on Instagram. To make the sampling selection scientific, the researcher employed non probability sampling that does not provide the same opportunity for element or member of the population to be selected as a sample. The results of this research are  $H_0$  is denied and  $H_a$  is accepted which means the special event "Vivo V9 Grand Launch" doesn't have the effect on Vivo's brand awareness.*

***Keywords : Special Event, Brand Awareness, Quantitative.***