

***ANALYSIS OF INSTAGRAM SOCIAL MEDIA PROMOTION ON
BRAND AWARENESS OF THE ORIGINOTE
SKINCARE PRODUCTS
(A CASE STUDY ON THE COMMUNITY OF BENGKALIS)***

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ABSTRACT

High levels of promotional activity for skincare products on Instagram do not necessarily guarantee the creation of strong brand awareness among the residents of Bengkalis Regency, given the intense competition among digital cosmetic brands. This study aims to analyze the relationship and influence of Instagram social media promotion on brand awareness for The Originote skincare products among the people of Bengkalis. A quantitative associative research design was employed, with primary data collected via questionnaires distributed to 100 Instagram-using residents of Bengkalis. A non-probability sampling technique—specifically purposive sampling—was used, while data analysis was conducted using SPSS software, encompassing correlation analysis, simple linear regression, the coefficient of determination, as well as t-tests and F-tests. The results revealed a correlation coefficient (R) of 0.840, indicating a very strong relationship between Instagram social media promotion and brand awareness. The coefficient of determination (R-Square) of 0.706 indicates that Instagram social media promotion accounts for 70.6% of the variation in brand awareness, with the remaining 29.4% influenced by factors outside the scope of this study. The resulting regression equation is $Y = 7.079 + 0.851X$. The t-test yielded a calculated t-value of 15.353 with a significance level of 0.001 ($p < 0.05$); thus, it can be concluded that Instagram social media promotion has a positive and significant influence on brand awareness for The Originote skincare products among the residents of Bengkalis.

Keywords : *Instagram Promotion, Brand Awareness, The Originote, Skincare.*