

## ABSTRAK

Indonesia tercatat sebagai negara tertinggi kedua di dunia dalam mengonsumsi mi instan setelah China. Kebiasaan tersebut nyatanya berdampak buruk bagi kesehatan jika dilakukan terus-menerus. Lemonilo menjadi salah satu *brand* yang bersaing diantara melimpahnya produk mi instan di pasaran. Bedanya, Lemonilo hadir menawarkan aneka makanan sehat alami tanpa 3P (pengawet, pewarna sintetis, dan penguat rasa). Meskipun diklaim menjadi mi instan sehat tidak sertamerta banyak digandrungi pecinta mi. Sehingga tetap diperlukan kesadaran merek yang kuat untuk dapat terus bersaing. Memanfaatkan *korean wave* yang tengah naik daun, Lemonilo berhasil menggandeng NCT Dream sebagai *brand ambassador* mereka. Maka penelitian ini dilakukan untuk mengetahui bagaimana pengaruh *brand ambassador* NCT Dream terhadap *brand awareness* Lemonilo menggunakan metode kuantitatif korelasional. Adapun teknik sampel yang dipakai ialah *disproportionate stratified random sampling* dengan batasan masyarakat Kabupaten Sleman berusia 17-35 tahun dan pernah atau mengetahui iklan kolaborasi Lemonilo x NCT Dream. Data didapatkan dari penyebaran angket kuesioner yang berpedoman pada teori VisCAP *brand ambassador* milik Royan dan teori *brand awareness* Aaker. Kemudian diolah dalam rumus regresi linear sederhana melalui aplikasi SPSS. Hingga hasil penelitian menunjukkan bahwa terdapat pengaruh signifikan *brand ambassador* NCT Dream terhadap *brand awareness* Lemonilo. Dengan ringkasan indikator *credibility* 58%, *visibility* 55%, *attraction* 52%, dan 46% pada indikator *power*. Selanjutnya pada variabel *brand awareness* indikator tertinggi ada pada *brand recognition* 51% kategori sangat tinggi, lalu *brand recall* 69% dan *top of mind* 42% pada kategori tinggi.

Kata kunci: *brand ambassador*, *kesadaran merek*, *Lemonilo*, *mi instan*, *NCT Dream*.

## ABSTRACT

*Indonesia named second biggest consumer of instant noodles after China. This habit is actually bad for health if done continuously. Lemonilo is one of the competing brands among the many of instant noodle products on the market. The difference is, Lemonilo offer a lot of natural healthy foods without 3P (preservatives, synthetic color and flavor enhancers). Even though Lemonilo claimed to be healthy instant noodles, it doesn't mean that many people love it. So, strong brand awareness is still needed to be able to compete. Taking advantage of the rising Korean wave, Lemonilo managed to partner with NCT Dream as their brand ambassador. Therefore this research was conducted to find out how the influence of the NCT Dream brand ambassador on Lemonilo's brand awareness used a correlational quantitative method. The sample technique used is disproportionate stratified random sampling with the Sleman Regency community being aged 17-35 years and knowing the Lemonilo x NCT Dream collaboration advertisement. The data was obtained from distributing questionnaires based on Royan's VisCAP brand ambassador theory and Aaker's brand awareness theory. Then processed in a simple linear regression formula through the SPSS application. The results of the study show that there is a significant influence of the NCT Dream brand ambassador on Lemonilo's brand awareness. With a summary indicator of credibility 58%, visibility 55%, attraction 52%, and 46% on the power indicator. Furthermore, in the variable brand awareness the highest indicator is brand recognition 51% in the very high category, then brand recall 69% and top of mind 42% in the high category.*

*Key words: brand ambassador, brand awareness, instant noodle, Lemonilo, NCT Dream.*