The Effect of Key Opinion Leader, Instagram, and Digital Campaign through Brand Image on Brand Awareness in Evoria Products

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Abstract: Technology has brought major changes to human civilization, with almost everyone using technology in their daily lives, such as communicating through social media, shopping through e-commerce, and searching for information via the internet. This study uses the Amos Structural Equation Model method to examine the relationship between Key Opinion Leaders, Instagram, Digital Campaign, Brand Image, and Brand Awareness. The results of the study show that Key Opinion Leaders, Instagram, Digital Campaign, Brand Image, and Brand Awareness have a significant direct influence on Brand Image. With the increasing use of Key Opinion Leaders by Evoria, the company's Brand Image has also increased. The same applies to the use of Instagram and Digital Campaign, this study confirms that Brand Image has a direct and significant influence on Brand Awareness. These findings show the importance of Evoria to pay attention to and increase the use of Key Opinion Leaders, Instagram, and Digital Campaigns in an effort to build a strong Brand Image and Brand Awareness.

Keywords: Brand Awareness, Brand Image, Campaign Digital, Instagram, Key Opinion Leader

A. Introduction

The development of the world of digital advertising has become a benchmark for the development of a technology in a fast-paced and measurable era. Technological advances have brought many changes to human civilization. This brings a new trend where almost everyone always uses technology such as communicating via social media, shopping via e-commerce or finding information via the internet. Business people are starting to realize the power that emerges behind this technological development. Based on data obtained from WeAreSocial, internet user growth has increased by 13% or equal to +17 million users (datareportal.com, 2020). From the growth of internet users, it can be concluded that the Indonesian people themselves are aware of existing technology and make use of it in their daily lives.

Instagram is the highest platform for its use on digital platforms. Even able to compete with the popularity of the platforms that first appeared. Especially the use of social media on the WhatsApp application which is frequently locked by users by

88.9%. Digital allows brands to do real-time optimization of all activities including digital advertising. The Key Opinion Leader chosen by the brand must also have segmentation and according to the persona. Here evo goals can provide awareness or product introduction. Because the age of the cigarette is only 2 years. So, it is still very minimal and lacking, while cigarettes can be said to be consistent when he is 10 years old. From this phenomenon, we can know whether this cigarette brand already has loyal smokers or not. If in those 10 years the sales graph is still high or dropping. However, for defenders of freedom of expression, freedom from control is the medium's main strength. Nowadays, brands need to actively participate in social media. Study conducted by (Belanche et al., 2019) shows that Instagram is dominated by female users, while Generation Z is a generation born in 1995 to 2010 (Priporas et al., 2017).

Gen Z women intend to use Instagram to showcase their beauty as their mainstay of attractiveness. They imitate influencers and beauty bloggers to do makeup, which shows that they are trying to improve their beauty, and it also influences their purchase intention towards cosmetic brands. Previous research from (Nurhandayani et al., 2019) and (Isyanto et al., 2020) focuses on general SMI analysis, and does not elaborate on SMI analysis specifically on Instagram. Moreover, the promotion of social media influencers via Instagram is increasing in the Indonesian setting. Based on this background and reasons, this research was conducted to empirically analyze how social media influencers on Instagram influence purchase intentions in the context of cosmetic brands. This study also aims to analyze the role of brand image in mediating Instagram social media influencer settings and purchase intentions of cosmetic brands. According to (Fajriyati & Wijaya, 2019) advertising is a medium for a two-way communication process, namely between a business actor and a consumer, so that the expectations of a business actor and a consumer can be achieved in a more efficient and effective way through the media.

The Research Gap is examining how to build research questions from the existing literature, which tends to encourage the development of interesting and influential theory. From the description above as a whole, there are several Research Gap results of previous research to be developed. There is a research gap in this study and can be explained as follows: In previous studies there were inconsistencies in the results of research on the influence of Key Opinion Leaders on social media Instagram, namely content created by a key opinion leader has no effect on Instagram. The diversity of content produced must have clear goals, so that later the message can be conveyed properly and the goals can be achieved (Jamil et al., 2022). However, there is another study which states that content creation must be diverse, informative, educational. Meanwhile, content that involves business owners will increase credibility. In previous research, there was consistency in the results of research on the influence of Key Opinion Leaders on Brand Image, namely Key opinion leaders have a significant influence on product brand images. useful information regarding Make Over products, so that with this information, it will benefit the Make Over brand, one of which is by increasing the image of the Make Over product (Candra & Oktavianti, 2018).

There are inconsistencies in the results of research on the influence of Key Opinion Leaders on social media Instagram. Content created by a key opinion leader has no effect on Instagram. The diversity of content produced must have clear goals, so that later the message can be conveyed properly and the goals can be achieved. Making content must be diverse, informative, educational. Meanwhile, content that involves business owners will increase credibility (Jamil et al., 2022). There is consistency in the results of research on the influence of Key Opinion Leaders on Brand Image. Key opinion leaders have a significant influence on the product's brand image. So, in the One Brand Tutorial Make Over Video uploaded by Titan Tyra on YouTube, Titan Tyra provides a lot of positive and useful information about Make Over products, so that with this information, it will benefit the brand. Make Over, one of which is by increasing the image or image of the Make Over product (Candra & Oktavianti, 2018).

B. Literature Review
Marketing Management

Marketing Management plays an important role in the company because marketing management organizes and manages all marketing activities. According to (Kotler & Lane Keller, 2016). Marketing management as the art and science of selecting target markets and getting, keeping, and growing customers through delivering, and communicating superior customer value. From the definitions of the experts above, it can be concluded that Marketing Management is a series of processes of planning, implementing and controlling total marketing operations, including the objectives of formulating marketing objectives, marketing policies, marketing programs and marketing strategies, aimed at creating exchanges that can meet objectives. The company's marketing activities must be able to provide satisfaction to consumers if they want to get a good response from consumers. Good marketing is not an accident, but the result of careful planning and execution that ultimately results in financial success for the company.

Key Opinions

Definition of Key Opinion Leader Key Opinion Leader is someone who has a large number of followers and can influence the behavior of his followers to form purchasing decisions and has a fairly strong influence. What they convey can influence the behavior of their followers (Salsabila & Sampurna, 2020). Key Opinion Leaders are third parties who significantly shape purchasing decisions but may be partly responsible for them (Nugroho & Herdinata, 2021). From this definition it can be said that Key Opinion Leaders are people who have a large number of followers or an audience and they have a fairly strong influence on their followers or audience. Key opinion leaders are people who are considered as caretakers to control the public opinion of followers of their social media accounts (Safitri & Ramadanty, 2019) (Junaedi & Digdowiseiso, 2023). States that an opinion leader in the realm of communication science has a strong role in being a credible source of informants and

able to convince audiences. All of these things will be written by the author in a study entitled analysis of key opinion leaders on social media to shape audience opinions.

Instagram

Instagram is one form of the result of internet progress and is classified as one of the social media that is quite loved by today's audience. This can be proven by the increasing number of Instagram users every year. As of April 2017, Instagram announced that its monthly active users had reached around 800 million accounts and that figure was more than the previous year. Instagram is a promising tool for various accounts, such as information accounts, news, entertainment, health, online shops, and promotional events. The use of Instagram as a media for online marketing promotion is a current reality (Aprilya et al., 2011). Unlike other social media, Instagram focuses on posting photos and videos from its users. The uniqueness that makes Instagram different from social media in general. Moreover, Instagram often updates its system. Since its appearance in 2010, Instagram has frequently updated existing features so that the features are more complete and more interesting.

Campaign Digital

Campaigns are one of the programs that people see the most, either through television, newspapers, radio, billboards, banners, or in person. A campaign is a series of planned communication actions with the aim of creating certain effects on a large number of audiences which are carried out continuously over a certain period of time (Darmawan et al., 2021). The notion of a communication campaign as an organized communication activity, directly addressed to a certain audience/audience, at a predetermined period of time to achieve a certain goal. Meanwhile, according to (Hermanda et al., 2019) defines "A campaign is a conscious, sustained and incremental process designed to be implemented over a specified period of time for the purpose of influencing a specified audience." This means that campaigns are activities that are carried out consciously, support and improve the planned implementation process at a certain period with the aim of influencing certain target audiences.

Brand Awareness

Brand awareness is the ability of a customer to remember a certain brand or a certain advertisement spontaneously or after being stimulated with key words. Awareness of this brand is used as an indicator of marketing effectiveness. Brand awareness is information about the level of consumer ability to recognize and remember the existence of a brand in a product category. A customer who has awareness of a brand will automatically be able to describe brand elements without having to be assisted (Cahyani & Sutrasmawati, 2016), and people tend to buy familiar brands because they feel safe with something they know, or maybe there is an assumption that a well-known brand has the possibility of being relied on, stability in business, and quality that can be accounted for.

Brand Image

Brand Image is the public's perception of a company or product. Image is influenced by many factors beyond the company's control. Images are impressions, impressions, feelings or perceptions that exist in the public about a company, an object, person or institution. For a company, image means the public's perception of the company's identity. This perception is based on what people know or think about the company in question. Therefore, the same company does not necessarily have the same image in front of people. Corporate image is one of the guidelines for consumers in making important decisions. According to (Suparto, 2020) says "Brand image is what consumers think or feel when they hear or see the name of a brand or in essence what consumers have learned about the brand.". Brand Image has a positive influence on brand image. In the process of building customer loyalty. When giving a good response, the brand image of the product becomes strong. According to the book Image of the Brand has a positive impact (Lahap et al., 2016).

The Influence of Key Opinion Leaders on Brand Image Key Opinions

A leader is someone who has a large number of followers and has a strong influence on his followers such as celebrities, public figures, YouTubers, and others. Key Opinion Leaders themselves are divided into three, namely: Mega Key Opinion Leaders are top celebrities who are popular not only in the real world, but also in cyberspace. A Macro Key Opinion Leader is a professional creator who has a passion for sharing their life with a particular focus, while a Micro Key Opinion Leader is someone who has between 1000 and 100 thousand followers. Micro Key Opinion Leaders are often called buzzers because they often conduct reviews based on authentic experiences, so they gain more trust from companies and followers. AISAS is an effective approach to a target audience that is close to advances in internet technology. AISAS stands for Attention, Interest, Search, Action and Share. Before the target audience makes a decision, they will first see the advertisement (attention) and generate interest for consumers (interest) so that consumers want to find more in-depth information about the product (Search). In the search process, consumers weigh and make decisions by making purchases (Action).

The Influence of Instagram on Brand Image

The use of social media is also one of the ways marketers want to build brand awareness of their products to consumers. States that social media is used to disseminate information that makes friends or followers curious. That way, the brand name or brand will be boosted and much sought after or awaited by others. This is also reinforced by the findings of research conducted by (Sari et al., 2022) word of mouth has a direct relationship with brand awareness and also research from that word -Word through electronic word of mouth has a positive correlation with brand

awareness in social media context. From the statement above, it can be seen that social media is one of the factors that can form brand awareness in someone. One of the social media that can influence brand awareness is Instagram.

Reporting from digitalentrepreneur.id stated that currently the overall number of active monthly Instagram users has reached around 800 million. The high number of Instagram users also provides an opportunity for marketers to want to market their products through Instagram. The use of Instagram content marketing has made it easier for business people to introduce their brand names and products to their target audience during a pandemic. This is because content marketing is carried out using (Pangestu & Tranggono, 2022) to carry out a content marketing strategy in building a brand image, it is also necessary to consider creating content that is in accordance with the goals of the brand image you want to build. If you produce a good brand image in the eyes of the public, the public will not hesitate to use the products or services promoted by that brand.

The Effect of Digital Campaign on Brand Image

Digital Campaign is a form of persuasion activity that is often used by several companies in achieving their goals and currently Digital Campaigns have become a new trend used in persuading audiences. In forming a brand image, a marketing strategy is needed with the aim of helping how the brand image is viewed and perceived. Campaign is a form of Marketing Public Relations. Preparation of good and correct campaign messages, advertising campaigns can shape brand images and provide brand information to consumers so as to enable the formation of consumer memory, and increase consumer interest in a brand. Public relations campaigns through campaign messages, aim to increase awareness and knowledge of the target audience, besides that the campaign messages conveyed are able to foster positive perceptions or views and opinions from the public, towards an activity of the company. Through the creation of positive public perceptions, it can influence the creation of public trust in the company (brand) and also provide a positive image for the company so as to create purchase intentions.

The Effect of Key Opinion on Brand Awareness

Digital marketing strategies are being used by many companies in digital business. The strategy used is Key Opinion Leader management to blow up business on social media. Brand awareness is greatly influenced by KOL management. Social media currently has many active consumers. Because it is in an all-digital world, a brand needs to follow the flow of modernization by building an image on social media. KOL (Key Opinion Leader) management or also often referred to as Key Opinion Leader marketing is used to improve more specific markets. Dissemination of messages through digital media with Key Opinion Leaders is considered as one of the influences in shaping customer awareness and consideration towards this brand which will result in increased sales. But the brand needs to integrate with the

company's marketing strategy because it can affect brand image and equity which are important assets of a company. Management Key Opinion Leaders (KOLs) are currently widely used in managing relationships with followers and in practice are those who have well-structured relationships. In Indonesia, currently the role of Key Opinion Leaders is a phenomenon in itself in delivering Digital Public Relations campaign messages, especially to attract consumer awareness. Behind this phenomenon, each company can have a different strategy in utilizing the role of Key Opinion Leaders and promoting a product to consumers to get to know their goods or services to potential customers.

The Influence of Instagram on Brand Awareness

Instagram has an influence on brand image, brand loyalty, and brand awareness (Bi̇lgi̇n, 2018). However, the most obvious influence was seen only in brand awareness. In addition, brand awareness and brand image have a significant influence on brand loyalty. Trendiness is the most important component of social media marketing, where social media marketing activities have a significant effect on brand awareness and brand image (Seo & Park, 2018). Furthermore, brand awareness significantly influences commitment, and brand image significantly influences word-of-mouth and online commitment. Content can lead to direct sales, while the latter can result in increased brand awareness, brand image and brand loyalty, which can lead to indirect sales. This can be interpreted that content sharing poses a good opportunity to get attention and be remembered by online viewers and can lead to indirect and direct sales. The results of this study support research (Anizir & Wahyuni, 2017) which makes brand image the dependent variable using the same 3 dimensions. This research is in line with (Seo & Park, 2018) which explains that marketing through active and aggressive social media can contribute to brand value creation and (Bi̇lgi̇n, 2018)which states that social media marketing activities have a significant effect on consumer brand awareness, brand image and brand loyalty. Furthermore, (Kristiani & Dharmayanti, 2017) shows that social media marketing has an influence on brand image.

Effect of Digital Campaign on Brand Awareness

The purpose of conveying messages on campaign strategies in marketing communications is to provide information regarding new performance, new services, new products, and new benefits, with the delivery of this information it is hoped that it can change public knowledge and references to products and companies. By making a digital campaign, it is hoped that it will be able to increase the brand image of the brand. The Digital Campaign is used for one purpose, one of which is to spread branding campaign content in the form of videos and photos. So that the Indonesian people can be exposed to video content and branding campaign photos because of this application.

Indirect Effect of Key Opinion Leader on Brand Awareness with Brand Image Variable as a mediating (Intervening) variable

In the world of marketing, there is a term called a key opinion leader. Many marketing practitioners argue that the term has a role as a supporting party for ensuring the successful implementation of a marketing strategy. The changing times and technology have also changed marketing patterns and systems. In the past, billboards or posters printed on company roads were used to market a brand, now many companies have switched to using Key Opinion Leaders and using marketing automation software to optimize their business marketing efforts. Due to the importance of the Key Opinion Leader position in today's marketing world, many companies compete to get the best Key Opinion Leader. The things that Key Opinion Leaders do often cause their followers to change their perspective on something based on the statements and actions they take. Having the right Key Opinion Leader is a matter that must be owned by the company's marketing team. This means that the company's brand must be related to the expertise and background of the opinion leaders.

Indirect Effect of Instagram on Brand Awareness with Brand Image Variable as a mediating (Intervening) variable

In an indirect Instagram, brand awareness really needs to be created because it is one of the important factors in consumer decision making to make a purchase and even become loyal to the brand. In order to increase awareness of a product or service, another thing that must not be overlooked by business actors is the importance of studying consumer behavior which will affect the development of promotional strategies, sales, and overall business activities. According to (Afifah, 2016) the intensity of using Instagram social media does not have a significant effect on the relationship between Instagram social media marketing and brand awareness. Social media marketing through the Instagram platform that is run by Roaster and Bear Coffee Lounge & Kitchen as a whole has a strong influence on brand awareness, but considering the increasing number of cafes in Yogyakarta, Roaster and Bear must continue to improve marketing innovation, especially in the social media marketing that is carried out. Along with the development of technology and the sophistication of network integration, now Instagram is no longer used by certain groups to make it easier to obtain information. The internet is currently one of the most important parts of the life of the world community. Instagram is not only a monopoly right for executives, but has penetrated and influenced the interests of society from various circles. This study aims to determine the effect of internet marketing on increasing brand awareness.

Indirect Effect of Digital Campaign on Brand Awareness with Brand Image Variable as a mediating (Intervening) variable

The important role of marketing communications in a company is to trigger the sale of a product produced by the company, so that consumers know about the product. Marketing is always trying to improve the quality of the relationship between the company and its consumers so that consumer awareness of the products or services offered by the company is known through the planning process in promotion. Digital Campaign can reach all people, anytime, in any way, and anywhere. Of course, it is far superior to conventional marketing which is limited in time, location, and user reach. There is an influence between online marketing campaigns and consumer habits in choosing an item or service. Social media is the media of choice favored by the public. Digital marketing professionals may find inbound marketing beneficial because it allows them to connect directly to target audiences and build brand awareness. Out marketing collects information from the audience but is less accurate than collecting it from the target audience.

The Effect of Brand Image on Brand Awareness

Consumers have faith and trust that are remembered for a particular brand, this concept is called Brand Image, a form of good Brand Image where the product is a safe and quality product so that it can be a safe and reliable solution for consumers. The results of research conducted show that consumers agree that the brand image of a brand or company is their main key in deciding to make a purchase. a condition of the appearance of a brand name in the minds of consumers when thinking about a particular product category and how easy it is for consumers to come up with that brand name. Consumers who are increasingly aware of the existence of a good brand will certainly strengthen the brand's image and the consumers concerned will always remember it. When a brand has a good brand image, people will prioritize the brand when they need it. Thus, the chance that someone will choose the brand compared to other brands will be even greater. This of course will also increase a person's purchase intention of the brand compared to other brands.

C. Methods

In this study, the research population was all followers who saw posts from the Hashtag Eksplorasa. However, because it was not possible to collect data from the entire population, samples were taken using non-probability sampling techniques, especially purposive sampling. This technique allows researchers to select samples based on certain considerations that are in accordance with research objectives. The sample is selected with certain considerations in order to obtain accurate data and in accordance with the requirements of the researcher. The number of samples taken in this study was determined based on the guidelines for multivariate research. The minimum sample size for SEM analysis is (number of indicators + number of latent variables) multiplied by 5-10. In this case, the number of indicators is 24 and the

number of latent variables is 5, so that the maximum number of samples taken is (24 + 5) x 6 = 174 respondents.

The type of data used is quantitative data, which can be managed using rankings. The data used is primary data, namely data obtained directly from the answers of followers who see posts from the hashtag Eksplorasa. This primary data will be collected through questionnaires or surveys that will be given to respondents. By using purposive sampling techniques and primary data, it is hoped that this research can provide accurate and relevant insights about the role of religion in contemporary life based on the views of followers who see posts from the hashtag Eksplorasa. In this study, the data collection technique used was a questionnaire. The questionnaire will contain questions or statements related to the variables studied. Respondents will be asked to provide their answers or ratings using a Likert scale consisting of answer choices with a certain score. After collecting data using a questionnaire, the data will be processed using IBM SPSS 23 software.

D. Results and Discussion

Structural Analysis of Equation Modeling (SEM) Full Model

Equation modeling structural analysis is used to determine the structural relationship between the variables studied. Structural relationships between variables were tested for suitability with the goodness-of-fit index. From the results of the CFA analysis for the full model, the goodness of fit Chi-Square value is greater than the Chi-Square table, the profitability is greater than 0.05, the CMIN/DF, RMSEA, CFI, GFI and TLI values have met the recommended values. And value, AGFI is marginal, but still meets the requirements.
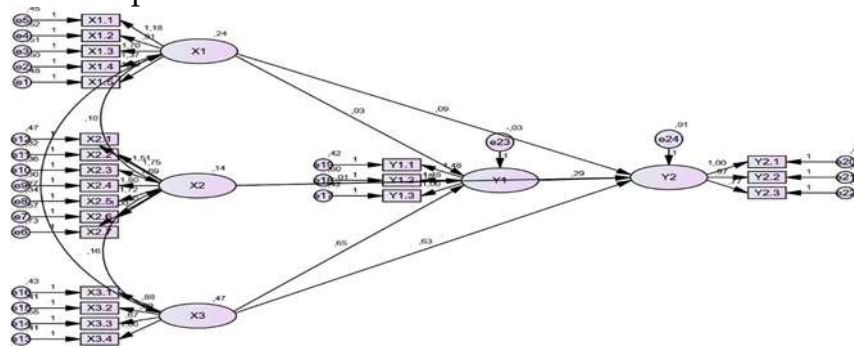

Figure 1. Model Structural Equation Modeling

Table 2. *Goodness of Fit* Model Measurement

No	Goodness of Fit index	Cut off value	Description	Score
1	*Chi-square*		225,615	Fit
2	Significance	≥ 0,05	0,035	Marginal
3	RMSEA	≤ 0,08	0,033	Fit
4	GFI	≥ 0,90	0,900	Fit

5	AGFI	≥ 0,90	0,866	Marginal
6	CMIN/DF	≤ 2,00	1,194	Fit
7	TLI	≥ 0,90	0,971	Fit
8	CFI	≥ 0,90	0,976	Fit

Source of data: Results of data processing SEM AMOS, 2023

Table 1. Hypothesis Testing Results

Influence			t count	Sig	Conclusion
X1	→	Y1	3,327	0,044	Influential
X2	→	Y1	2,610	0,042	Influential
X3	→	Y1	2,831	0,000	Influential
X1	→	Y2	2,717	0,016	Influential
X2	→	Y2	2,069	0,045	Influential
X3	→	Y2	3,116	0,004	Influential
Y1	→	Y2	2,533	0,011	Influential

Source: Results of Primary Data Processing

The use of 4 to 5 goodness of fit criteria is considered sufficient to assess the feasibility of a model, provided that each of the goodness of fit criteria, namely absolute fit indices, incremental fit indices, and parsimony fit indices is represented. So, this research model can be declared fit or can be continued to the next stage. By looking at the models in the table, we can conclude that the research is still relatively fit.

Key Opinion Leaders directly have a positive effect on Brand Image

Based on the research results, it was obtained that the CR value was 3.327 > 1.96 and the probability value (p) was .044 <0.05 so that H0 was rejected and H1 was accepted which means that there is a positive and significant influence of the Key Opinion Leader on Brand Image. So, it can be concluded that the more the Key Opinion Leader increases, the better the Brand Image will be. The indicator on the Key Opinion Leader variable that most dominantly influences Brand Image is the Articulation indicator. This indicates that Evoria clearly and fluently communicates and presents information that helps the audience to understand the product or service both visually and verbally.

Instagram directly has a positive effect on Brand Image

Based on the research results, it was obtained that the CR value was 2.610 > 1.96 and the probability value (p) was .042 <0.05 so that H0 was rejected and H2 was accepted, which means that there is a positive and significant influence of Instagram on brand image. So, it can be concluded that the more Instagram increases, the better

the Brand Image will be. Brand image has a positive correlation on purchase decision, which strong brand image will lead to increase on purchase decision itself. Positive brand image will influence consumer trust of a brand and indirectly drive to consumer purchase decision. Positive brand image will make consumers trust the brand more and influence purchase intention. Based on those explanations, social media companies can advertise through official channels. A meaning the company can directly relate to the owner of the platform. However, one phenomenon appears about advertising on social media through influencers. Marketing through influencers, on Forbes article, is capitalizing on the range of social media by celebrities hired on the internet with varying degrees of popularity to upload on their social media accounts to reach their loyal followers. So, social media influencers are those who have popularity or are famous on social media who can be indicated by the number of loyal followers on the influencer's social media property. A similar description was that social media influencers are those who have a strong role in affecting their audience under their social networking community (social media). There are 3 commonly used as a conceptual analysis for an endorser or key spokesperson. First, SAM (Source Attractiveness Model) an endorser is known, liked, and felt to have similarities with consumers will have attraction and persuasiveness. Second, SCM (Source Credibility Model) the effect of a persuasive message from an endorser lays on his expertise and level of trustworthiness. Third, the SCM model which combines SAM and SCM. This model also mentions the more attractive and credible an endorser is, the message he delivers will be more interesting.

Digital Campaign directly has a positive effect on Brand Image

Based on the results of the study, it was obtained that the CR value was 2.831 > 1.96 and the probability value (p). So, it can be concluded that the more the Digital Campaign increases, the better the Brand Image will be. Submission of messages on campaign strategies in marketing communications is to provide information regarding new performance, new services, new products, and new benefits, with the delivery of this information it is hoped that it can change public knowledge and references to products and companies. The wave of digitalization has brought almost changes in all sectors in Indonesia, especially in the business world. The technology that emerged in the digital era makes it a challenge for every company to make good creative strategies to keep up with the times, such as making payments simply by using a mobile phone and then scanning the barcode and the balance has been automatically transferred through the application used.

Key Opinion Leaders directly have a positive effect on Brand Awareness

Based on the results of the study, it was obtained that the CR value was 2.069 > 1.96 and the probability value (p) was .045 <0.05 so that H0 was rejected and H4 was accepted which means that there is a positive and significant influence of the Key Opinion Leader on Brand Awareness. So, it can be concluded that the more Key

Opinion Leaders increase, the better Brand Awareness will be. The indicator on the Key Opinion Leader variable that most dominantly influences Brand Awareness is the Knowledge indicator. This indicates that Evoria is able to provide clear and definite facts about the product to consumers. Confidence in Key Opinion Leaders will influence Brand Awareness which is carried out more precisely.

Instagram directly has a positive effect on Brand Brand Awareness

Based on the results of the study, the CR value was 3.116 > 1.96 and the probability value (p) .004 <0.05 so that H0 was rejected and H5 was accepted, which means that there is a positive and significant influence of Instagram on Brand Awareness. So, it can be concluded that the more Instagram increases, the better Brand Awareness will be. Marketing through active and aggressive social media can contribute to brand value creation and social media marketing activities have a significant effect on consumer brand awareness, brand image and brand loyalty. Furthermore, social media marketing has an influence on brand image. Several other studies also show that social media marketing has an influence on brand image.

Digital Campaign directly has a positive effect on Brand Awareness

Based on the results of the study, the CR value was 2.533 > 1.96 and the probability value (p) .011 <0.05 so that H0 was rejected and H6 was accepted, which means that there is a positive and significant influence of Digital Campaign on Brand Awareness. So, it can be concluded that the more the Digital Campaign increases, the better Brand Awareness will be. The indicator on the Digital Campaign variable that most dominantly influences Brand Awareness is the Exposure indicator. This indicates that the public can see what is exposed by the campaign content created by Evoria. Confidence in Exposure will affect Brand Awareness if done right.

Key Opinion indirectly has a significant positive effect on brand awareness through brand image

Based on the research results, it was obtained that the CR value was 2.323 > 1.96 and the probability value (p) was .046 <0.05 so that H0 was rejected and H7 was accepted which means that there is a positive and significant influence of the Key Opinion Leader on Brand Awareness through Brand Image. So, it can be concluded that the more Key Opinion Leaders increase, the better Brand Awareness through Brand Image will be. Having the right Key Opinion Leader is a matter that must be owned by the company's marketing team. This means that the company's brand must be related to the expertise and background of the opinion leaders. The function of the Key Opinion Leader management itself is as a media brand that invites collaboration with influencers to see the focus of the content. This activity is carried out so that the audience or followers of selected influencers can receive good content from the marketing team.

Instagram indirectly has a significant positive effect on brand awareness through brand image

Based on the results of the study, it was obtained that the CR value was 2.571 > 1.96 and the probability value (p) was .008 <0.05 so that H0 was rejected and H8 was accepted, which means that there is a positive and significant influence of Instagram on Brand Awareness through Brand Image. So, it can be concluded that the more Instagram increases, the better Brand Awareness through Brand Image will be. The intensity of using Instagram social media does not have a significant effect on the relationship between Instagram social media marketing and brand awareness. The elements that most influence the level of brand awareness of Roaster and Bear Coffee Lounge & Kitchen are sharing of content, credibility and online communities. Furthermore, regarding whether there is a simultaneous influence between all elements of Instagram's social media marketing variables on the brand awareness variable Roaster and Bear Coffee Lounge & Kitchen, the results obtained are that online communities, interaction, sharing of content, accessibility and credibility simultaneously influence Roaster's brand awareness. and Bear Coffee Lounge & Kitchen.

Digital Campaign indirectly has a significant positive effect on Brand awareness Through Brand Image

Based on the research results, it was obtained that the CR value was 1.989 > 1.96 and the probability value (p) was .005 <0.05 so that H0 was rejected and H9 was accepted which means that there is a positive and significant influence of Digital Campaign on Brand Awareness through Brand Image. So, it can be concluded that the more the Digital Campaign increases, the better Brand Awareness through Brand Image will be. Digital Campaign can reach all people, anytime, in any way, and anywhere. Of course, it is far superior to conventional marketing which is limited in time, location, and user reach. There is an influence between online marketing campaigns and consumer habits in choosing an item or service. Campaign Digital will indirectly affect Brand Awareness through the Brand Image Variable. Digital marketing professionals may find inbound marketing beneficial because it allows them to connect directly to target audiences and build brand awareness. Out marketing collects information from the audience but is less accurate than collecting it from the target audience. It is used to collect data for future marketing campaigns, analyze consumer behavior and launch new campaigns. An online marketing campaign is only as successful as the effectiveness of inbound (and outbound) marketing techniques and strategies.

Brand Image has a positive and significant effect on Brand Awareness

Based on the results of the study, the CR value was 2.717 > 1.96 and the probability value (p) .016 <0.05 so that H0 was rejected and H10 was accepted, which

means that there is a positive and significant influence of Brand Image on Brand Awareness. So, it can be concluded that the more Brand Image increases, the better Brand Awareness will be. Consumers agree that the brand image of a brand or company is their main key in deciding to make a purchase. a condition of the appearance of a brand name in the minds of consumers when thinking about a particular product category and how easy it is for consumers to come up with that brand name. A brand is not just a name or symbol, but a brand is a key element in the relationship between a company and its customers. If a customer has a positive image of a brand, then the customer will repurchase that product. On the other hand, if the image on a brand is negative, it is unlikely that the product will be repurchased. Brand awareness is the ability of consumers to recognize and identify brands in their minds. Meanwhile, brand awareness is the ability of consumers to recognize or remember a brand based on a particular product category. Brand awareness measures how many consumers in the market are able to recognize or remember the existence of a brand in a particular category. If more and more consumers are able to recognize a brand, it means that they are aware of the existence of a brand, which will make it easier for potential consumers to make their purchasing decisions for that product brand.

E. Conclusion

Based on the research results, the conclusions of this study are as follows: (1) Key Opinion has a significant direct effect on Brand Image. This means that the increasing Key Opinion applied by Evoria will increase Brand Image in the company. (2) Instagram has a significant direct effect on Brand Image. This means that the increasing use of Instagram by Evoria will increase the Company's Brand Image. (3) Digital Campaign has a significant direct effect on Brand Image. This means that the increasing Digital Campaign implemented by Evoria will increase the Company's Brand Image. (4) Key Opinion has a significant direct effect on Brand awareness. This means that the increasing Key Opinion implemented by Evoria will increase Brand Awareness in the Company. (5) Instagram has a significant direct effect on brand awareness. This means that the increasing use of Instagram by Evoria will increase brand awareness in the company. (6) Digital Campaign has a significant direct effect on awareness. This means that the increasing Digital Campaign implemented by Evoria will increase Brand Awareness in the Company. (7) Key Opinion indirectly has a significant effect on Brand awareness through Brand Image. This means that the increasing Key Opinion Leader implemented by Evoria will increase Brand Image which will also have an impact on Brand Awareness. (8) Instagram indirectly has a significant effect on Brand Awareness through Brand Image. This means that the increasing use of Instagram by Evoria will increase Brand Image which will also have an impact on Brand Awareness. (9) Digital Campaign indirectly has a significant effect on Awareness through Brand Image This means that the increasing Digital Campaign implemented by Evoria will increase Brand Image which will also have an impact on Brand Awareness. (10) Brand Image has a direct and significant effect on Brand Awareness. This means that the increasing Brand Image applied by Evoria will affect Brand Awareness in the Company.

Based on the conclusions of the research results, there are several suggestions that can be given to Evoria. First, companies need to prioritize and increase the use of Key Opinion Leaders (KOL) as communicators in conveying messages from Evoria products to customers. KOL has a significant positive influence on Brand Image and Brand Awareness. Second, Evoria needs to increase presence and interaction on the Instagram platform as an effective medium for increasing Brand Image and Brand Awareness. Third, digital campaigns also need to be improved in order to achieve a wider impact in the digital world. Fourth, maintaining and strengthening a good brand image and building customer trust through Key Opinion Leaders can indirectly increase Brand Awareness. Fifth, Evoria must maintain and strengthen a good brand image through Instagram, so as to increase brand awareness. Sixth, digital campaigns can also play an important role in increasing Brand Awareness by utilizing a strong Brand Image. Seventh, maintaining and increasing customer trust through a good product image will have a positive impact on Brand Awareness. Eighth, Instagram can also influence Brand Awareness through the brand image it builds, so Evoria needs to maintain and strengthen customer trust through the platform. Ninth, digital campaigns also need to focus on maintaining and strengthening trust through Key Opinion Leaders to increase Brand Awareness. Lastly, Evoria needs to maintain and utilize a good Brand Image because it has a significant positive influence on Brand Awareness. By implementing these suggestions, it is hoped that Evoria can increase brand awareness and achieve better results.

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