

ABSTRACT

Name : Budyanto
Study Program : Entrepreneurship
Title : BUILDING TIMELESS.CO BRAND AWARENESS
THROUGH INFLUENCER M ARKETING AND
INTERNET MARKETING

The rapid development of technology makes the smartphone industry increasingly developed and in demand by the people of Indonesia. 175 million smartphone users in Indonesia have connected to the internet and spent more than 3 hours to open social media. These developments open up opportunities for companies to build brand awareness. Brand awareness can be built through influencer marketing and internet marketing. One of the fews startup tried to use this method called Timeless.co. The research is limited to the sample where the sample used is a person who has an automatic watch. The purpose of this study is to determine whether Timeless.co can create brand awareness through influencer marketing and internet marketing. The study also to determine which marketing strategies are most effectively used to build Timeless.co brand awareness. This study employed quantitative method with explanative approach. The collected data were taken by convience sampling and analyzed by SPSS v25. The result of this study indicate that influencer marketing and internet marketing does affect brand awareness Timeless.co. Internet marketing has become an effective strategy at Timeless.co

Keywords: brand awareness, infleuncer marketing, internet marketing, watch winder