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**Maximizing Business Brand Awareness Through Brand Ambassadors,  
Content Marketing, and Taglines:  
An Instagram-Based Study on @npureofficial**

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**Abstract:**

*The beauty industry continues to grow rapidly, encouraging brands to create innovative marketing strategies to increase brand awareness amidst increasingly fierce competition. Social media platforms, such as Instagram, are the main means for brands, one of which is N'Pure to attract audience attention by utilizing Brand Ambassadors, Content Marketing, and Taglines. The purpose of this study is to examine the impact of brand ambassadors, content marketing, and taglines on brand awareness on followers of the @npureofficial Instagram account. The method applied in this research is quantitative, with data collected using a questionnaire. A total of 100 respondents were used as samples in this study, with the criteria that followers of the @npureofficial Instagram account were over 17 years old. The data analysis technique used multiple linear regression, Data analysis was carried out using the Statistical Package for the Social Sciences version 30. The findings of this study indicate that brand ambassadors, content marketing and taglines simultaneously and partially have a significant impact on brand awareness. This shows that marketing strategies that include brand ambassadors, content marketing and taglines are effective in increasing brand awareness.*

**Keywords:** Brand Awareness, Brand Ambassador, Content Marketing, Tagline, Instagram, @npureofficial

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## 1. Introduction

In the current digital era, advancements in communication and information technology have transformed how companies interact with consumers. One of the most influential social media platforms in Indonesia is Instagram, which has become the preferred choice, especially among millennials and Gen Z. According to a report by We Are Social (January 2024), Instagram is the second most used platform in Indonesia after WhatsApp, with 85.3% of active social media users engaging with it. This high level of Instagram usage presents a significant opportunity for businesses to expand their marketing reach. Companies leverage Instagram's interactive features, such as Stories

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and Reels, to establish stronger relationships with consumers and effectively enhance brand awareness.

The vast potential of Instagram as a digital marketing tool aligns with the rapid growth of Indonesia's beauty industry. The sector continues to exhibit strong potential, driven by innovative marketing strategies that help brands connect with consumers. According to *Republika.co.id*, the Indonesian Food and Drug Administration (BPOM) reported that the beauty industry grew by 21.9% in a year. The number of companies in the beauty sector increased from 913 in 2022 to 1,010 by mid-2023, with small and medium enterprises (SMEs) contributing 95% of this growth. Rising public awareness of personal beauty and skincare, along with a preference for health-conscious products, has fueled this expansion. The rapid development of the beauty industry provides opportunities for brands to build strong brand awareness, particularly through effective marketing on platforms like Instagram.

One widely used strategy in digital marketing is the involvement of brand ambassadors, where companies collaborate with public figures to promote their products. Brand ambassadors serve as brand representatives who enhance brand awareness, establish credibility, and shape consumer perceptions. Lestari and Nurhadi (2023) define brand ambassadors as individuals working for companies tasked with promoting products or services to the public. In addition to brand ambassadors, content marketing plays a crucial role in increasing brand awareness and online traffic. This strategy enables brands to present informative and engaging content on social media, which resonates more effectively with audiences. Muzakki and Andarini (2024) highlight that high-quality content fosters a positive brand image, strengthens brand recognition, and makes it easier for consumers to absorb key information. Another essential element in brand-building is the use of taglines, which function as concise branding messages that enhance brand recall and attract customer attention. Parasari et al. (2023) emphasize that a well-crafted tagline can leave a strong impression on consumers, ultimately influencing their purchase decisions.

One brand that effectively utilizes these digital marketing strategies is N'Pure, a rapidly growing Indonesian skincare brand that emphasizes natural-based products. N'Pure has received recognition from the Museum Rekor Indonesia (MURI) as the first local skincare brand in Indonesia to use whole leaves in every package. The brand actively implements innovative marketing strategies, particularly on Instagram, by collaborating with public figure Brisia Jodie as a brand ambassador. The official Instagram account, *@npureofficial*, frequently shares engaging content such as skincare tips, educational product insights, and aesthetically appealing posts that capture audience interest. This

strategy enhances engagement with followers and strengthens brand awareness. Additionally, N'Pure's tagline, "Pure Beauty in Natural Way," reinforces its commitment to natural beauty, aligning with its product philosophy. However, despite these strategic efforts, the extent to which N'Pure's marketing initiatives contribute to increased brand awareness remains underexplored, making it an intriguing subject for further research.

An important issue in this area of study is the inconsistency in previous research findings regarding the impact of content marketing on brand awareness. Windi and Tampenawas (2023) found that content marketing has a positive and significant effect on brand awareness, a conclusion that was also supported by Paramita et al. (2023). However, conflicting findings were reported by Gumalang et al. (2022), who suggested that content marketing does not significantly influence brand awareness. This discrepancy highlights a research gap, indicating that the relationship between content marketing and brand awareness is more complex than previously assumed and warrants further investigation.

This study aims to analyze the influence of brand ambassadors, content marketing, and taglines on brand awareness, with a specific focus on Instagram followers of @npureofficial. By addressing the research gap and exploring the effectiveness of these digital marketing strategies, this study seeks to provide deeper insights into the role of brand ambassadors, content marketing, and taglines in enhancing brand awareness within Indonesia's beauty industry.

## **2. Theoretical Background**

### **Marketing**

According to Kotler and Armstrong (2012), marketing is the process by which companies create value for customers and build strong relationships to capture value in return. Similarly, the American Marketing Association defines marketing as:

“An organizational function and a set of processes for creating, communicating, and delivering value to customers and managing customer relationships in a way that benefits the organization and its shareholders” (Kotler & Keller, 2009).

Based on this understanding, marketing can be concluded as the process of planning and implementing strategies to identify customer needs, including pricing, promotion, and distribution. The ultimate goal is to establish strong relationships with customers, ensuring business sustainability and fostering

customer trust. Effective marketing management should focus on target markets and prioritize consumers by delivering superior value.

### **Brand Ambassador**

Brand ambassadors are individuals employed by a company to disseminate product or service information to the public (Kotler & Armstrong, 2014, as cited in Lestari & Nurhadi, 2023). Additionally, Kertamukti and Saputri (2020) describe brand ambassadors as identity figures who serve as a medium for promoting individualism in human behavior, as well as the promotion and commercialization of a product.

From these definitions, it can be concluded that a brand ambassador is a public figure who represents a brand to enhance brand awareness, build credibility, and influence consumer perceptions of a product or service.

### **Content Marketing**

Holliman and Rowley (2014) define content marketing as:

“The process of creating, distributing, and disseminating relevant, interesting, and timely content to effectively engage customers during their business development stage.”

This strategy aims to increase customer engagement, fostering deeper interaction and potentially driving business growth. Content marketing is a consumer-centric marketing approach that focuses on creating and distributing relevant and valuable content. Its primary objective is to engage audiences during the purchase consideration process, build strong relationships, and ultimately drive conversions that contribute to business success.

### **Tagline**

Moriarty and Saputri (2020) state that taglines are concise and memorable phrases, typically placed at the end of advertisements to reinforce creative messaging. Taglines serve as a branding tool that establishes brand positioning, differentiating a brand from its competitors and attracting public attention. The primary function of a tagline is to strengthen advertising effectiveness by leaving a lasting impression on consumers. A well-crafted tagline enhances brand recall and influences purchasing decisions by associating a brand with a unique and compelling message.

### **Brand Awareness**

Aaker (as cited in Aisyah, 2023) defines brand awareness as a customer's ability to recognize, recall, and associate a brand within a particular product category. Similarly, Rangkuti and Saputri (2020) describe brand awareness as the extent to which a consumer can identify or remember a brand name linked to a specific product type.

Brand awareness plays a crucial role in consumer decision-making. When consumers can easily recall and associate a brand with positive experiences and expectations, they are more likely to develop trust and loyalty toward the brand. Achieving high brand awareness ensures that a product stands out in a competitive market, influencing purchasing behavior and overall brand success.

### **The Effect of Brand Ambassador, Content Marketing, and Tagline on Brand Awareness**

Brand ambassadors, content marketing, and taglines work synergistically to enhance brand awareness. Brand ambassadors embody the identity of a brand, strengthen its emotional appeal, and facilitate easy brand recall among the audience. Content marketing, in turn, complements this by delivering relevant and engaging content that fosters deeper audience engagement and expands the brand's reach. Taglines play a critical role by creating a distinctive and memorable impression that makes the brand more recognizable.

This study aligns with the findings of Rantung et al. (2022), who state that brand ambassadors and taglines simultaneously have a positive impact on Tokopedia's brand awareness. Additionally, Muzakki and Andarini (2024) found that content marketing strategies can effectively boost sales and brand awareness. The synergy between these three elements creates a consistent, engaging, and effective brand experience, which significantly enhances brand awareness, especially on digital platforms like Instagram.

Thus, the first hypothesis proposed in this study is:

*H1: Brand Ambassador, Content Marketing, and Tagline simultaneously influence Brand Awareness of N'pure products on Instagram (@npureofficial).*

### **The Effect of Brand Ambassador on Brand Awareness**

Research conducted by Narimawati et al. (2022) indicates that brand ambassadors have a positive effect on brand awareness, as they help brands reach a wider and more relevant audience—one that already has trust in the ambassador. This finding is consistent with Rantung et al. (2022), who found that brand ambassadors significantly impact brand awareness on Tokopedia. Based on these findings, the second hypothesis is proposed:

*H2: Brand Ambassador has a partial effect on Brand Awareness of N'pure products on Instagram (@npureofficial).*

### **The Effect of Content Marketing on Brand Awareness**

According to Windi and Tampenawas (2023), content marketing positively influences brand awareness, particularly for the Hanasui skincare brand.

Content marketing allows brands to establish deeper relationships with their audiences, fortify positive associations, and boost brand recognition and recall. This aligns with the research of Paramita et al. (2023), who concluded that content marketing has a significant and positive effect on brand awareness. Based on these findings, the third hypothesis is proposed:

*H3: Content Marketing has a partial effect on Brand Awareness of N'pure products on Instagram (@npureofficial).*

### **The Effect of Tagline on Brand Awareness**

Narimawati et al. (2022) found that taglines have a positive and significant effect on the brand awareness of Sr12 skincare products. This result aligns with Rantung et al. (2022), who concluded that taglines play a critical role in influencing brand awareness. Effective taglines can embed strong messages in consumers' minds, and consistent use across marketing materials strengthens brand recognition. Taglines also help differentiate brands from competitors, making them an essential part of brand strategy. The fourth hypothesis in this study is:

*H4: Tagline has a partial effect on Brand Awareness of N'pure products on Instagram (@npureofficial).*

## **3. Methodology**

In this study, the authors adopted a quantitative associative approach to examine the relationship between different variables. According to Sugiyono (2020), associative research focuses on identifying and analyzing the relationships between two or more variables. To collect the necessary data, the study employed a purposive sampling technique, meaning that participants were selected based on specific criteria relevant to the research objectives.

The target population for this study consists of followers of the Instagram account @npureofficial. The sample was drawn from individuals who meet two key criteria: they must be over 17 years of age and must be familiar with Brisia Jodie, the N'Pure brand ambassador. These criteria ensured that the respondents had adequate exposure to the brand and its marketing campaigns, particularly those involving the brand ambassador.

The sample size for this study was determined through a calculation method based on a standard formula (commonly used in research to calculate sample size), which ensures that the sample is sufficiently representative of the larger population. As a result, the final sample size was 100 respondents, ensuring that the data collected would be statistically reliable.

Data was gathered through the distribution of questionnaires designed to measure the perceptions and attitudes of the respondents regarding N'Pure's marketing strategies, including the use of brand ambassadors, content marketing, and taglines. The collected data was then analyzed using several statistical tests, including validity and reliability tests, classical assumption tests, and hypothesis testing. These analyses were conducted with the assistance of Statistical Product and Service Solutions (SPSS) version 30 software, which helped ensure the accuracy and integrity of the findings.

#### 4. Empirical Findings/Result

##### Validity test

In order to ensure that the data collected in this study is reliable and accurately reflects the variables being measured, a validity test was conducted. Validity refers to the extent to which a measurement tool, such as a questionnaire, accurately measures what it is intended to measure. In this case, the validity test aims to confirm that the items in the questionnaire are indeed assessing the aspects of brand awareness, brand ambassador influence, content marketing, and tagline effectiveness as intended.

The following table presents the results of the validity test, which were analyzed to determine whether each questionnaire item was valid and suitable for further use in the study. The results are critical for ensuring that the data gathered from respondents can be trusted and will contribute to meaningful analysis.

**Table 1. Validity Test Results**

Variable	Rcount	Rtable	Conclusion
	0.852	0.196	Valid
	0.872	0.196	Valid
<i>Brand Ambassador (X1)</i>	0.846	0.196	Valid
	0.840	0.196	Valid
	0.834	0.196	Valid
	0.839	0.196	Valid
<i>Content Marketing (X2)</i>	0.879	0.196	Valid
	0.876	0.196	Valid
	0.877	0.196	Valid

Variable	Rcount	Rtable	Conclusion
<i>Tagline (X3)</i>	0.861	0.196	Valid
	0.901	0.196	Valid
	0.926	0.196	Valid
	0.888	0.196	Valid
<i>Brand Awareness (Y)</i>	0.819	0.196	Valid
	0.783	0.196	Valid
	0.876	0.196	Valid
	0.834	0.196	Valid

Based on Table 1, the results of the validity test indicate that all indicator variables are valid, as the calculated value (Rcount) is greater than or equal to the table value (Rtable). Therefore, all indicators are considered valid

### Reliability Test

To ensure the consistency and stability of the data collected in this study, a reliability test was conducted. Reliability refers to the degree to which the measurement instrument produces consistent and stable results over time. A high reliability score indicates that the questionnaire items yield consistent responses when administered to similar groups or under similar conditions. In this study, the reliability test was performed to assess whether the survey instrument consistently measures the constructs related to brand awareness, brand ambassador influence, content marketing, and tagline effectiveness.

The following table presents the results of the reliability test, which were analyzed to determine whether the questionnaire met the necessary reliability standards. These results are essential for ensuring that the data collected is both dependable and suitable for further analysis.

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	Standard	Conclusion
<i>Brand Ambassador (X1)</i>	0.902	0.6	Reliable
<i>Content Marketing (X2)</i>	0.916	0.6	Reliable
<i>Tagline (X3)</i>	0.889	0.6	Reliable
<i>Brand Awareness (Y)</i>	0.846	0.6	Reliable

It can be concluded that the calculated Cronbach's alpha values for all variables are greater than the minimum threshold of 0.60. Therefore, it can be stated that the questionnaire used in this study is reliable.



### Test of Normality Test

In order to assess whether the data in this study follows a normal distribution, a normality test was conducted. Normality testing is crucial because many statistical analyses assume that the data is normally distributed. If the data deviates significantly from normality, it may affect the validity of the results. The normality test checks if the data conforms to a bell-shaped curve, which is a key assumption for parametric statistical methods.

Figure 1 presents the results of the normality test, which were analyzed to determine whether the distribution of the data meets the assumption of normality. This is an important step in validating the appropriateness of subsequent statistical tests.

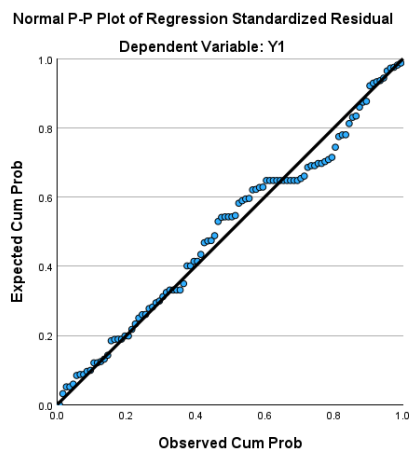


Figure 1. Normal P-P Plot

It can be concluded that the P-P Plot shows that the points spread around the diagonal line and follow the diagonal line, so it can be concluded that the data obtained in this study are normally distributed regression models.

### Test of Multicollinearity

To ensure the validity of the regression analysis, a multicollinearity test was conducted. Multicollinearity occurs when two or more independent variables in a regression model are highly correlated, which can lead to unreliable estimates of regression coefficients. It is important to check for multicollinearity, as high correlation between variables can distort the relationships being examined, leading to misleading conclusions.

Table 3 presents the results of the multicollinearity test, which were analyzed to assess whether there is a high correlation between the independent variables in the model. The results help determine whether the assumptions for

conducting regression analysis are met and if the model provides reliable estimates.

**Table 3. Results of the Multicollinearity Test**

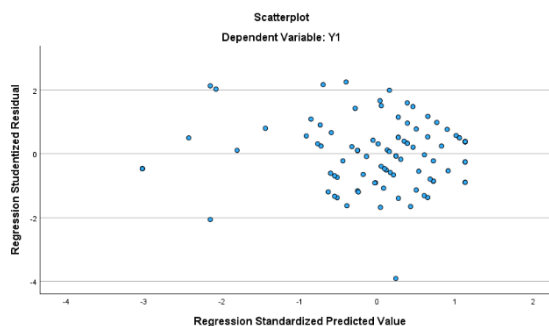
No	Variable	Collinearity Statistic		Conclusion
		Tolerance	VIF	
1	<i>Brand Ambassador (X1)</i>	0.553	1.807	No Multicollinearity
2	<i>Content Marketing (X2)</i>	0.192	5.201	No Multicollinearity
3	<i>Tagline (X3)</i>	0.192	5.508	No Multicollinearity

The table shows that the results of the multicollinearity test, based on Tolerance and VIF, indicate that the tolerance values for the brand ambassador, content marketing, and tagline variables are greater than 0.10, and the VIF values are less than 10.00. Therefore, it can be concluded that there are no signs of multicollinearity.

**Test for Heteroscedasticity**

To ensure the reliability of the regression model, a heteroscedasticity test was conducted. Heteroscedasticity refers to the condition where the variance of the errors is not constant across all levels of the independent variables. This can lead to inefficiency in the regression estimates and affect the validity of hypothesis testing. Identifying and addressing heteroscedasticity is crucial for ensuring the robustness of the model's results.

Figure 2 presents the results of the heteroscedasticity test, which was analyzed to determine whether the variance of errors remains consistent across different values of the independent variables. This test helps confirm whether the assumptions for regression analysis are met.



**Figure 2. Scatter Plot**

Based on the picture above, it can be seen that the points are scattered randomly and spread both above and below the number 0 of the Y axis. This means that

there is no heteroscedasticity in the regression model that will be used in hypothesis testing.

### Multiple Linear Regression Analysis

**Table 4. Multiple Linear Regression Analysis Results**

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t.	Sig.	Tolerance	VIF
	1 (Constant)	1.556	.988		1.575	.118	
Brand Ambassador	.188	.058	.231	3.253	.002	.553	1.807
Content Marketing	.298	.094	.383	3.180	.002	.192	5.201
Tagline	.380	.148	.319	2.572	.012	.192	5.508

#### a. Dependent Variable: Brand Awareness

Based on the results of the table above, the regression equation can be obtained as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3$$

$$Y = 1.556 + 0.188x_1 + 0.298x_2 + 0.380x_3$$

1. The constant value (a) is 1.556. This means that the value of brand awareness (Y) is 1.556 with the assumption that Brand Ambassador (X1) and content marketing (X2) and Tagline (X3) are constant.
2. The coefficient value of the brand ambassador variable (X1) shows that every one unit increase in the brand ambassador variable (X1), assuming other variables remain constant, will increase the value of brand awareness (Y) by 0.188.
3. The coefficient value of the content marketing variable (X2) indicates that each increase of one unit in the content marketing variable (X2), assuming other variables remain constant, will increase the value of brand awareness (Y) by 0.298.
4. The coefficient value of the tagline variable (X3) indicates that each increase of one unit in the tagline variable (X3), assuming other variables remain constant, will increase the value of brand awareness (Y) by 0.380.

**Simultaneous Test (F Test)**

**Table 5. Simultaneous Test Results (F Test)**

ANOVA <sup>a</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
<b>1</b> Regression	659.297	3	219.766	87.291	.000 <sup>b</sup>
Residual	241.693	96	2.518		
Total	900.990	96			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Brand Ambassador, Content Marketing, Tagline

Based on the table above, the results indicate a significant relationship between the independent variables and brand awareness, as the significance value (Sig.) is 0.000, which is less than the 5% significance level (0.05). This suggests that the model is statistically significant. Therefore, it can be concluded that Brand Ambassador (X1), Content Marketing (X2), and Tagline (X3) together have a significant effect on Brand Awareness (Y).

**Coefficient of Determination**

The coefficient of determination is a unit used to measure how much influence the independent variable has on the dependent variable. The range of the coefficient of determination value is between 0 and 1 and when presented, it is between 0 and 100%. Therefore, the following are the results of the coefficient of determination

**Table 6. Coefficient of Determination (R2)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
<b>1</b>	.855 <sup>a</sup>	.732	.723	1.587

a. Predictors: (Constant), Brand Ambassador, Content Marketing, Tagline

b. Dependent Variable: Brand Awareness

Based on the table above, the coefficient of determination R square is 0.732. This shows that brand awareness on the N'Pure is 73.2% which is influenced by brand ambassadors, content marketing and taglines. Then the remaining 26.8% is influenced by factors outside this study.

**Test t (Partial)**

To assess the individual impact of each independent variable on the dependent variable, a t-test (partial test) was conducted. The t-test helps determine whether each independent variable (Brand Ambassador, Content Marketing, and Tagline) has a statistically significant effect on brand awareness, while holding the other variables constant. This test is essential for understanding the specific contributions of each factor in the overall regression model.

Table 7 presents the results of the t-test, which show the significance levels of each independent variable. These results help evaluate which of the variables significantly influences brand awareness on its own, as well as provide insights into the strength of their individual effects.

**Table 7. t Test Results (Partial)**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t.	Sig.
Model		B		Beta		
1	(Constant)	1.556	.988		1.575	.118
	Brand Ambassador	.188	.058	.231	3.253	.002
	Content Marketing	.298	.094	.383	3.380	.002
	Tagline	.380	.148	.319	2.572	.012

a. Dependent Variable: Brand Awareness

The results of the t-test show significant effects of each independent variable on brand awareness. First, the Brand Ambassador variable has a significance value of 0.002, which is less than 0.05, and the t-count value is 3.253, greater than the t-table value of 1.984. This indicates a significant influence of brand ambassadors on brand awareness, leading to the rejection of H0 and the acceptance of H2. Similarly, for the Content Marketing variable, the significance value is also 0.002, which is less than 0.05, and the t-count value of 3.380 exceeds the t-table value of 1.984. This confirms that content marketing significantly influences brand awareness, leading to the rejection of H0 and the acceptance of H3. Lastly, the Tagline variable shows a significance value of 0.012, which is below 0.05, and a t-count value of 2.572, which is greater than the t-table value of 1.984. Therefore, it can be concluded that taglines also significantly affect brand awareness, resulting in the rejection of H0 and the acceptance of H4.

## 5. Discussion

### The Influence of Brand Ambassadors, Content Marketing, and Taglines on Brand Awareness

The findings from this study indicate that the combined influence of Brand Ambassadors, Content Marketing, and Taglines significantly affects brand awareness. The F-test results (simultaneous test) demonstrate that the

independent variables—brand ambassador, content marketing, and tagline—have a real impact when considered together. This confirms that the regression model used in this study is significant. The results align with previous research, such as that of Rantung et al. (2022), who found that both brand ambassadors and taglines simultaneously have a positive influence on brand awareness. Additionally, Muzakki & Andarini (2024) highlighted that content marketing strategies contribute to increased sales and brand recognition.

This reinforces the idea that an integrated marketing strategy incorporating brand ambassadors, content marketing, and taglines can significantly boost brand awareness. Companies can use these findings to design more effective and coordinated marketing campaigns that yield optimal results.

### **The Influence of Brand Ambassadors on Brand Awareness**

The partial test results (t-test) reveal that Brand Ambassadors have a significant effect on brand awareness. This is evident from the significance value, which is below the 0.05 threshold, and the t-value, which exceeds the critical t-table value. Thus, it can be concluded that Brand Ambassadors play a crucial role in enhancing brand awareness. These findings align with research by Narimawati et al. (2022), who also found that brand ambassadors positively affect brand awareness, especially in the context of Sr12 Skincare products. Similarly, Rantung et al. (2022) confirmed that brand ambassadors have a significant impact on the brand awareness of the Tokopedia platform.

These results suggest that consumers tend to pay more attention to brand ambassadors who align with the product's identity, and whose popularity and personality resonate with the target audience. Therefore, businesses should carefully select brand ambassadors who reflect the product's values and appeal to the intended consumer segment.

### **The Influence of Content Marketing on Brand Awareness**

The results also show that Content Marketing has a significant effect on brand awareness. The significance value is below 0.05, and the t-value exceeds the critical t-table value, thus confirming that content marketing strategies are effective in boosting brand awareness. This finding is consistent with the research by Muzakki & Andarini (2024), which found that content marketing significantly influences brand awareness, particularly in the case of Avoksin products. However, contrary to the findings of Gumalang et al. (2022), who suggested that content marketing has no effect on brand awareness, this study clearly demonstrates a positive relationship between content marketing and brand awareness.

The results highlight that engaging, relevant, and informative content can foster a stronger connection with the audience, thereby increasing brand recall.

For businesses, this means optimizing content marketing strategies, such as publishing informative articles, creating appealing videos, and running campaigns that align with the preferences of their target market.

### **The Influence of Taglines on Brand Awareness**

Based on the results of the partial hypothesis test, data analysis shows that the Tagline variable (X3) has a significant effect on Brand Awareness (Y). This finding indicates that an effective tagline plays an important role in shaping consumer perceptions and strengthening brand awareness.

The results of this study align with the theory supported by Rantung et al. (2022), which suggests that taglines positively influence Tokopedia's brand awareness. Similarly, research by Narimawati et al. (2022) reinforces this finding, stating that taglines have a positive impact on the brand awareness of Sr12 skincare products.

These findings highlight the importance of a well-crafted tagline in capturing consumer attention and enhancing brand recognition. A strong tagline serves as a representation of brand identity, making it easier for consumers to recall and associate with the brand.

## **5. Conclusions**

Referring to the findings of this study, we can conclude that Brand Ambassador (X1), Content Marketing (X2), and Tagline (X3) simultaneously have a significant impact on Brand Awareness (Y) of N'Pure products on Instagram (@npureofficial). Partially, the Brand Ambassador has been proven to positively influence brand awareness, highlighting the importance of selecting a relevant and engaging public figure to represent the brand. Additionally, Content Marketing also plays a crucial role in boosting brand awareness, demonstrating that creating interesting, informative, and relevant content fosters a closer relationship with the audience and enhances brand visibility. Finally, the Tagline is shown to positively influence brand awareness, emphasizing the need for an attractive and memorable tagline that aligns with the brand's values. This study confirms that the three factors—Brand Ambassador, Content Marketing, and Tagline—work synergistically in increasing the brand awareness of N'Pure products.

We recommend that N'Pure further optimize the role of Brand Ambassadors by selecting figures who are relevant and resonate with their target audience, while also increasing interaction through creative content on Instagram. It would also be beneficial for the brand to enhance its content marketing strategy

by focusing on creating more engaging formats, such as short videos or reels, while ensuring consistency in messaging and maintaining alignment with the brand identity. Furthermore, Tagline promotion should be intensified through diverse media channels to further strengthen brand recognition on Instagram. This research can serve as a reference for future studies, which could utilize more in-depth analysis and detailed indicators to provide even more relevant and actionable insights for brands looking to improve their marketing strategies.

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