

## **ABSTRACT**

*Internet developments are very helpful for businesses in creating effective and efficient product marketing strategies. In addition, by utilizing the internet properly, it can increase brand recognition to consumers. This strategy can be applied through social media, namely with Viral Marketing, Influencer Marketing, and Brand Awareness. The purpose of this study was to examine the effect of Viral Marketing and Influencer Marketing on Brand Awareness and Purchase Decisions (Study on McDonald's consumers in Semarang).*

*Consumers who live in Semarang and have made at least one purchase of McDonald's products are the targets of this research. Purposive sampling technique was used to get 100 respondents. SPSS software version 24 is used to process data after data is collected from the results of online questionnaires that have been distributed. Linear regression analysis was used to analyze the data.*

*The findings of this study indicate that Viral Marketing and Influencer Marketing have a positive and significant effect on Brand Awareness. In addition, the results of this study indicate that Brand Awareness has a positive and significant effect on purchasing decisions for McDonald's products in Semarang.*

*Keywords: Viral Marketing, Influencer Marketing, Brand Awareness, Purchase Decision*