

ABSTRACT

Digitalization era of social media is now used as a tool for advertising. Where Instagram had established sponsors feature like Facebook ads. Starting from declining issues from adidas which created a research question: “How does instagram sponsors feature shaped brand awareness of Adidas?”

This study uses four variables: social media marketing perception, viral marketing campaign, and dynamics of virtual brand community to affected brand awareness. This research hypothesis testing using the data of 130 respondents. The analysis technique used in this research is to use a software program Statistical Package for Social Science (SPSS).

The result of this study indicate social media marketing perception, viral marketing campaign, and dynamics of virtual brand community are positively affect to brand awareness.

Keywords: *social media marketing perception, viral marketing campaign, virtual brand community dynamics, and brand awareness*