***ABSTRACT***

**Feren Felicia / 61150452 / 2019 / *The Effectiveness of Word of Mouth Towards the Formation of Brand Awareness of "Batik Keris" at Summarecon Mall Kelapa Gading Visitors in North Jakarta./ Advisor:* Siti Meisyaroh, S.Sos., M.Soc. Sc.**

*Batik Keris is a company of Indonesian domestic batik products that have decades of experience, even sales to foreign countries and continues to grow until now. However, nowadays fashion trends are always spinning in line with the times. Traditional culture began to wear off because of the effects of modernization due to the influence of outside culture that entered and developed in Indonesia, one of which was batik culture. Therefore, researchers are interested in examining whether word of mouth is effective against the formation of a person's brand awareness when buying clothes, especially batik clothing.*

*The Stimulus Response Theory (S-R) is a theory used in this study to find out the effects that are generated on the message delivered (stimulus) so that a change in attitude (response) arises. Researchers use various concepts including marketing communications and IMC. In this study, the word of mouth variable has five dimensions, namely talkers, topics, tools, taking part, and tracking. Meanwhile, brand awareness variable has four dimensions including top of mind, brand recall, brand recognition, and unware of brand.*

*This research uses quantitative research methods with explanatory research types. Sampling used is non-probability sampling, with accidental sampling technique. Data collection was carried out by distributing questionnaires distributed to 120 visitors to Summarecon Mall Kelapa Gading in North Jakarta. The results of the questionnaire were processed using statistical software, namely SPSS 22.0.*

*The results of this study are the effects of word of mouth talkers, topics, tools, taking part, and tracking which influence the formation of Batik Keris brand awareness on visitors to Summarecon Mall Kelapa Gading in North Jakarta. This can be seen based on the respondents' data as a whole.*

*Based on the results of the research conducted, it can be concluded that there is direct communication that is effective by using word of mouth in the formation of Batik Keris brand awareness for visitors to Summarecon Mall Kelapa Gading in North Jakarta, because people already know the brand and can explain Batik Keris at Summarecon Mall Kelapa Gading.*

***Keywords: Effectiveness, Word of Mouth, Brand Awareness***