

ABSTRACT

Nowadays celebrity's cake trends in every major city start coming up, these coming ups also followed with the utilization of celebrity as brand ambassador of those products. One of them is the coming up of Bandung Makuta Cake in Bandung City. Bandung Makuta Cake has a brand ambassador, Laudya Cynthia Bella who's also known as a celebrity. The utilization of a brand ambassador for a product is very important and lots of brands using celebrity as or influential person as their brand ambassador. As an effort to build a brand image done by Bandung Makuta through the utilization of brand ambassador, researcher wanted to know how a brand ambassador take part on celebrity's cake brands to build a brand image. This research is a qualitative research. A research where data collected and asked in a form of words and pictures, those words then constructed into a sentence. The result of this research could be concluded from five indicators of brand ambassador, the utilization of brand ambassador in tranference and congruence indicator take the best parts. In the image building factor, power and association advantage of brand in the use of brand ambassador has been achieved. From the research in the utilization of brand ambassador in Bandung Makuta Cake could be concluded brand ambassador can build a brand image of Bandung Makuta Cake

Keyword: Brand Ambassador, Celebrity, Brand Image