

ABSTRACT

Business competition in the Muslim fashion world is so rapid that it requires an effective marketing strategy, so businesses can grow and be able to win the competition. This condition requires every brand to make a strategy to be able to compete with other brands and can attract potential customers. One way to do promotional activities is by using celebrities as brand ambassadors. Brand ambassadors are supporters of advertising or known as advertising stars in supporting advertising of a company. Many companies use brand ambassadors as a brand of charm to spread the product charm.

The purpose of this study was to find out the marketing strategy by using the brand ambassador Sabyan Gambus on Dauky. Data collection is done by interviewing the Head of Dauky Marketing, observing the Dauky company and company documentation. The research method used in this study is descriptive qualitative.

The results of this study can be seen in terms of Dauky Instagram followers, there is an increase after Sabyan Gambus becomes a brand ambassador. In terms of sales, there is an increase in sales seen from the many testimonials given by consumers. In terms of brand image, it is said to increase seen from engagement results through Instagram overview. From these results, it can be seen that by choosing Sabyan Gambus as Dauky's brand ambassador it is a good decision for the company.

Keyword : Marketing Manajemen, Brand image, Brand ambassador