

ABSTRACT

At this time basketball in Indonesia is developing very rapidly, it can be seen from the competitions that roll from elementary, middle, high school, university to professional basketball leagues. Judging from this, many companies are interested in engaging in basketball, one of which is Hoops Indonesia, which is a sports shop that is engaged in sports, especially in the field of basketry. Companies need to carry out promotions so that the products they sell are known to the public. One of the promotional activities used by Hoops Indonesia is to use the services of a Brand Ambassador. Brand ambassadors are part of a sales promotion, sales promotion in fact is a "content" where the content is communicated to the audience to get a cognitive, affective and conative response. The Hoops Brand Ambassador is part of the Hoops Brand Ambassador's business. This research was conducted to see the effect of Brand Ambassador Daniel Wenas on the Audience Response of Indonesian Hoops consumers. The research method in research using quantitative methods. The method of data filling is done by distributing questionnaires to 100 respondents and the population. Processing data in this study using SPSS 25 software. In explaining the results of the study, simple linear analysis, and classical assumption tests. The results of data processing show that the influence of brand ambassador, Daniel Wenas, Audience Response, Hoops Indonesian consumers are in the high category. The regression test results show that the Brand Ambassador has a significant positive effect on Audience Response. The magnitude of the influence of Brand ambassador Daniel Wenas on the Response of the Indonesian Hoops Consumers is 35%, the remaining is 65 %%, a variable not examined in this study.

Keyword : Brand Ambassador, Audience Response