

## **ABSTRACT**

*Coffee can now be regarded as a lifestyle for the people of Indonesia. Current coffee trends make instant coffee brands also develop. NeoCoffee is an instant coffee brand from Wings Food which just appeared on the market in mid-2019. NeoCoffee also made Lucas WayV their brand ambassador. This is related to the Hallyu trend or commonly called Korean Wave. As such, NeoCoffee wants to strengthen their brand image which they often identify with millennials. This research was conducted to determine whether there is a relationship, influence and how much influence the brand ambassador Lucas WayV had on the NeoCoffee brand image. This research uses quantitative methods with the type of explanatory and causal research. The sampling technique uses a non-probability sampling type of purposive sampling with a sample size of 100 respondents. Data analysis techniques using Spearman correlation and simple linear regression analysis. Based on the results of this study, the results show that there is a very strong and significant relationship between the variable brand ambassador Lucas WayV on the NeoCoffee brand image. Hypothesis test results ( $t$  test) obtained the results of  $t_{count} 15.755 > t_{table} 1.985$ , so there is a significant influence of Lucas WayV brand ambassador on the NeoCoffee brand image. The results of the Lucas WayV brand ambassador coefficient have an effect of 71.7%, while the remaining 28.3% is influenced by other factors not examined in this study.*

**Keywords: Korean Wave, Brand Ambassador, Brand Image**