

ABSTRACT

Brand ambassador is one way that companies use to increase sales and provide information about products. A brand ambassador must have elements of visibility, credibility, attraction, and power. The use of brand ambassadors themselves can improve the brand image for each company. The purpose of this study was to determine whether there is an influence of Daniel Wenas' brand ambassador on brand image among Hoops Indonesia followers and to find out how much influence Daniel Wenas' brand ambassador has on brand image among Hoops Indonesia's followers. The method used in this study is quantitative with data analysis techniques using simple linear regression analysis. The results of this study indicate that when there is an increase in the brand ambassador of one unit, the brand image will increase by 0.471 one unit. The influence of Brand Ambassador Daniel Wenas on Brand Image Among Indonesian Hoops Followers is 38.7%, the remaining 61.3% is influenced by other factors not examined in this study.

Keywords: *Brand Ambassdor, Brand Image*