

ABSTRACT

This study was conducted to determine how the influence of brand ambassadors on Scarlett Whitening's brand image. A brand ambassador is someone who has a big role and can be trusted to represent a particular product, one of which is in forming a positive image about a product. There are many ways that can be done to create a positive image of a product so that it is well known by the public. Scarlett Whitening as a local beauty brand uses a brand ambassador with its own charm. The selection of brand ambassadors can also be done in various ways, one of which is by following current trends. Currently, the Korean Wave trend is booming in various countries globally, one of which is in Indonesia. Therefore, many companies use brand ambassadors from South Korea, one of which is Scarlett Whitening. Based on this, researchers are interested in conducting research on the influence of brand ambassadors on brand image.

This study aims to determine how much influence Song Joong-Ki's brand ambassador has on Scarlett Whitening's brand image. This research uses quantitative research method using non-probability sampling technique with purposive sampling type. The sample used in this study was 98 respondents with certain criteria, namely followers of the @scarlett_whitening Instagram account, users of the Scarlett Whitening product, aged 16-25 years, and knew Song Joong-Ki as Scarlett's brand ambassador, and had seen Song Joong's advertisement. -Ki x Scarlett Whitening. Based on the results of the tests carried out, it was found that this research showed a significant influence between brand ambassadors on brand image.

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