

ABSTRACT

The increasing consumption of cosmetics has made many changes to the cosmetic industry in Indonesia. The changes that occurred during the covid-19 pandemic were the consumption of skin care was more in demand than make-up affecting local brands, especially in the fields of cosmetics and personal care. Scarlett is a local skin care brand that was founded in 2017. To continue competing in the market, Scarlett needs to create a promotional strategy to increase public awareness of its products. One of the promotions that Scarlett did was to use a brand ambassador from South Korea, the girl group named Twice. In line with the Hallyu wave that is currently happening in Indonesia, which is K-pop fans tend to follow what their idols use. This study aims to find out what the effects are and how big its effect between the brand ambassador, girl band group named twice and the brand awareness of Scarlett's facial care products. This study uses quantitative methods with data analysis techniques using Spearman correlation and simple linear regression analysis. The results of effection between brand ambassadors and brand awareness is medium, the independent variable has a significant and positive effect on the dependent variable obtained from the hypothesis (t-test). The coefficient results from the brand ambassador group girl named Twice has 16.6% effect on brand awareness of Scarlett's facial care products with the remaining 83.4% the effect of other factors which not examined in this study.

Keyword: Brand Ambassador, Brand Awareness, Korean Wave