

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 the effect of using the new brand ambassador Nathalie Holscher on the brand image of the MS Glow product on Instagram social media and to find out how much influence the use of the new brand ambassador Nathalie Holscher had on the brand image of the MS Glow product on Instagram social media. 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 0.379 one unit. The effect of using the new brand ambassador Nathalie Holscher on the brand image of the MS Glow product on Instagram social media is 21,8%, the remaining 78.2% is influenced by other factors not examined in this study.

Keywords: *Brand Ambassador, Brand Image, Brand*