

ABSTRACT

The use of brand ambassadors can be a marketing strategy that aims to improve the brand image of a particular brand. This research was conducted on users of Maybelline makeup products in Indonesia. This research was conducted to identify how much influence ITZY brand ambassadors have on the brand image of Maybelline companies that collaborate with ITZY to invite their users to love themselves more, in accordance with the image emitted by ITZY. This study aims to measure the influence of Maybelline New York brand ambassadors on Maybelline's brand image in Indonesia. This research is carried out using quantitative methods with descriptive types of research. The sample determination technique used in this study is probability sampling, with simple random sampling techniques, and the analysis technique uses classical assumption tests, normality tests, homogeneity tests, correlation and determination coefficients, simple linear regression, and T tests. Based on the results of the study, it shows that ITZY Brand Ambassadors influence the brand image of Maybelline Company by 41.9%, and the remaining 58.1% is influenced by other factors not studied in this study.

Keywords : Brand Ambassador, Brand Image, ITZY, Maybelline.