

ABSTRACT

This research was conducted with the aim of knowing how much influence the BTS boygroup as a Brand Ambassador has on the Samsung Brand Image in Indonesia. This study uses an independent variable, namely Brand Ambassador with sub-variables Visibility, Credibility, Attraction, and Power. The dependent variable is Brand Image with the sub-variables Strength, Favorable, and Uniqueness. This research was conducted using quantitative methods with descriptive research type. The sampling technique used in this study is probability sampling, with a simple random sampling technique, and the analysis technique uses simple linear regression. Based on the results of the study, explaining that Brand Ambassador BTS has an influence on Samsung's Brand Image by 25.4%, and the remaining 73.6% is influenced by other factors not examined in this study.

Keywords: *Brand Ambassador, Brand Image*