

ABSTRACT

Lemonilo is a healthy lifestyle ecosystem, provide a number of product experience for Fulfill all need and not contain more of 100 ingredients with a synthetic dangerous and the vision mission Lemonilo is for provide food healthy with price affordable. Lemonilo also made The Baldys as product brand ambassador of them, And then, Lemonilo want to be strengt with their brand image. This study aim for knowing how much the impact of Influence Brand Ambassador with The Baldys To Brand Image Lemonilo. The factors used in this study, is a Brand Ambassador as variable independent and Brand Image as variable dependent.

The method used in this study is quantitative with technique data analysis using analysis simple linear regression. This results show that when occur enhancement brand ambassador of one unit, then brand image will increase of 0.599 one unit. The Big influence of The Baldys is a brand ambassador to brand image is by 55.4%, the rest 44.6% is influenced by other factors that do not researched in study this.

Keywords: *Brand Ambassador, Brand Image*