

ABSTRACT

The more competitive a brand is to attract attention and create an image of a good company brand, it encourages companies to use good strategies in order to compete. One of them is the use of a brand ambassador in the process of selecting a company's brand ambassador, it is necessary to consider one of the components in the brand ambassador, namely the credibility of the public figure. Currently, there are so many body care brands that make artists from South Korea to become their brand ambassadors which are currently very widely found on social media platforms or TV and billboards. Where it aims to be seen and discussed while at the same time opening up opportunities for brands to be seen in the international arena, especially seen by resellers or consumers. One brand that uses this strategy is Scarlett Whitening by cooperating with the girl group TWICE as brand ambassadors. By cooperating with strategic and appropriate partners who can strengthen Scarlett's reputation as a quality local skincare brand that can continue to innovate.

The purpose of this study is to determine the effect of the brand ambassador credibility variable that affects the brand image variable of Scarlett Whitening. This study uses quantitative methods. The analysis used in this research is descriptive analysis and simple linear analysis. The sampling technique used is non-probability sampling with a total sample of 100 respondents.

The results of this study can be concluded. Based on the results of hypothesis testing to determine the effect of the Brand Ambassador Credibility variable on the Brand Image, the value of $t_{count} (5,198) > t_{table} (1,985)$ and the value of Sig. of $0.000 < 0.05$. This means that TWICE's Brand Ambassador Credibility has an effect on Scarlett Whitening's Brand Image.

Keywords: *Brand Ambassador Credibility, Brand Image, Scarlett Whitening*