

## ABSTRACT

*Currently local products dominate the beauty market, out of the many products, Somethinc is one of the domestic cosmetic products that has quality equivalent to international brands, Somethinc has also become one of the most popular local cosmetic brands since its release in 2019, Somethinc is included in the Go Global Top category 50 Indonesian Brands in 2020. In addition to product quality, brands also need a Brand Ambassador role to attract consumers, by choosing a Brand Ambassador role to create a Brand Image can help build the stages of selling the products offered. This study was conducted to find out how big the influence of Brand Ambassador Han So Hee on Somethinc's Brand Image. The research was conducted using the VisCap model as a dimension for calculation, using quantitative methods which of course went through various testing processes, including testing validity, reliability, correlation coefficient, simple linear regression analysis, coefficient of determination, and hypothesis. The results of several calculations in this study can be said that Brand Ambassador Han So Hee has an effect on Brand Image Somethinc and can be proven by simple regression results there is a positive influence on Brand Ambassador Han So Hee variable on Brand Image Somethinc is worth 1.212, the calculation results through the coefficient Determination of Brand Ambassador Han So Hee has an effect on Brand Image of Somethinc by 57.6%, and the results of hypothesis testing obtained tCount of 11.531 and tTable of 1.984% besides that the relationship between the two variables is in the strong category with a correlation value (r) of 0.759. while the remaining 42.4% is influenced by other variables not examined in this study.*

**Keyword: Brand Ambassador, Han Soo Hee, Brand Image, Somethinc**