

## **ABSTRACT**

*This research was conducted on Lemonilo, which is engaged in healthy-based instant noodles that will change people's lifestyles by prioritizing consuming nutritious foods that will increase body immunity. Lemonilo uses brand ambassadors to introduce its products. The selection of brand ambassadors is motivated by the positive image brought by the celebrity. Brand ambassadors are chosen by the company as a symbol or marker to represent the wants and needs of potential consumers.*

*Lemonilo choose NCT DREAM as the brand ambassador for their product which is expected to be able to carry out this research. Lemonilo uses brand ambassadors to introduce its products. The selection of brand ambassadors is motivated by the positive image brought by the celebrity. Brand ambassadors are chosen by companies representing. Lemonilo instant noodle products, so that the message conveyed can be understood by consumers which will eventually lead to buying interest.*

*This study uses quantitative research methods with data analysis techniques used are descriptive and simple linear. The population of this study is the people of Bandung city, which amounted to 100 respondents and became respondents in this study. Data collection through the distribution of questionnaires distributed to the people of Bandung. The results showed that the NCT Dream brand ambassador variable on interest in buying Lemonilo instant noodles was in the good category. Based on the acquisition of simple linear regression analysis proves that the brand ambassador has a significant effect on buying interest.*

**Keywords: Brand Ambassador, Purchase Intention**