

## **ABSTRACT**

*Lemonilo is a healthy instant noodle brand in Indonesia. In the era of global competition, companies are required to obtain good image to build strong relationships with customers and to achieve positive customer value. Lemonilo uses a brand ambassador strategy by having a cooperation with South Korean celebrities/artists to market their products, attract new customers and retain existing customers. This study aimed to investigate the influence of the NCT DREAM as the brand ambassador of Lemonilo on its brand loyalty. The research method used was the descriptive quantitative method with respondent data being collected through an online questionnaire via Google Form. A total of 100 respondents were determined using a non-probability sampling technique with a purposive sampling type. The coefficient test results showed that the NCT DREAM brand ambassador has an influence of 41.8% on Lemonilo's brand loyalty, while the remaining 58.2% was affected by other factors that were not examined by this study.*

**Keywords:** *Brand Ambassador, Brand Loyalty, NCT DREAM, Lemonilo*