

ABSTRACT

The rapid development of the franchise business in Indonesia has seen an increase in the food and beverage business. Another Coffee Heart is one of the many coffeeshops used as a franchise. Kopilain Hati has an Instagram social media that is used to promote products online. One of the marketing communication strategies carried out by several actors through Brand Ambassadors. Kopi Lain Hati chose Tariq Halilintar as Brand Ambassador. This research was conducted to see the effect of using the Brand Ambassador Tariq Halilintar on the Brand Image of Kopi Lain Hati. This study uses a causal explanatory quantitative method with non-probability sampling techniques and a sample size of 400 respondents who are Instagram followers of Kopi Lain Hati who know Thariq Halilintar. Tests in this study were carried out with SPSS. Based on the results of the analysis in this study, the *Brand Ambassador* variable has an average value of 74.54% with a total score of 1491. The responses given by respondents as a whole fall into the good category. Meanwhile, the *Brand Image* variable has an average value of 75.66% with a total score of 1513, where the overall response is in the good category. The calculated t value of 24.866 is greater than the t table of 1.966. The t table value can be seen in the provisions $\alpha/2=0.05/2=0.025$. The degrees of freedom t table is $dk = (400-(1+1)) = 398$. So it can be concluded that the value of t count > t table so that H0 is rejected and H1 is accepted. The results of the analysis of the coefficient of determination show that the R-Square value is 0.608 or 60.8%. Thus the *Brand Ambassador* variable influences the *Brand Image* of Kopi Lain Hati by 60.8% and the rest is influenced by other variables that are not present in this study.

Keywords : *Brand Ambassador, Brand Image, Kopi Lain Hati, Thariq Halilintar, Instagram*