

ABSTRACT

A brand ambassador is someone who believes in a product and uses their enthusiasm to persuade others to buy or use it. Brand image or brand image is an accumulated interpretation of various data and information received by consumers. With the Korean Wave phenomenon present in Indonesia, many local Indonesian brands use South Korean artists to serve as brand ambassadors for their products. The author will examine the influence of the ITZY Brand Ambassador on the Brand Image of Ultra Milk using a causal associative research strategy through a quantitative method approach to data collection and analysis. The method used in this study is a quantitative method that is rooted in positivism or concrete facts and relies on numerical data collected through statistical analysis to answer questions about the population or sample. Based on the results of the brand image variable, it is also included in the very high category, which means that Ultra Milk has succeeded in creating a good brand image in the eyes of consumers. In this study, the researchers obtained the results of a determination coefficient of 23%, while 77% was influenced by other variables outside of this study. This shows that ITZY as a brand ambassador has succeeded in forming a good Ultra Milk brand image in the eyes of consumers.

Keyword: *Brand Ambassador, Brand Image, Korean Wave.*