

ABSTRACT

This study aims to examine the influence of the BLACKPINK collaboration as co-branding on the brand image of PUBG Mobile at the Faculty of Communication and Business (FKB) of Telkom University. The research method employed a survey approach, collecting data through questionnaires distributed to students at FKB Telkom University. Data analysis was conducted using descriptive statistics and regression analysis. The research results indicate that the BLACKPINK collaboration has a positive influence on the brand image of PUBG Mobile, thereby strengthening the relationship between both entities in the co-branding context. These findings hold significant implications for marketing practitioners and brand decision-makers in designing more effective co-branding strategies in the future.

Keywords: *PUBG Mobile, Co-branding, Brand Image*