

ABSTRACT

Advances in technology, particularly in the field of communication and information, have transformed marketing into digital. With digital marketing capabilities reaching a wider audience, brands compete on promotion-strategies, including supporting influencers and using brand ambassadors as communicators. Scarlett Whitening uses a strategy of using brand ambassadors from South Korea to market their brand. This study aims to determine the impact of EXO Brand Ambassador on Scarlett Whitening's brand loyalty with quantitative methods with purposive sampling techniques. The theory used in this study is S-O-R Theory and Marketing Communication. Respondent data was taken through an online questionnaire made with Google Form and then distributed to 400 respondents Based on the results of research that has been tested, the results of the EXO brand ambassador variable have an influence of 12.8% on the brand loyalty variable. The result of this research is that EXO as a Brand Ambassador has an influence on Scarlett Whitening's Brand Loyalty.

Keywords: *Brand Ambassador, Brand Loyalty, EXO, Scarlett Whitening.*