

## ABSTRACT

Celebrity endorser is a person who represent an image of product. One of face cleanser producer who uses a celebrity endorser is the advertisement of Garnier Facial Wash Fruit Energy. By Tasya Kamila as the celebrity endorser, the objective is to build a brand image of Garnier Facial Wash Fruit Energy. Starting from the above reason, the researchers are interested in doing research with the title **“EXTRACTING DOMINANT FACTOR OF CELEBRITY ENDORSER WHICH BUILD THE BRAND IMAGE GARNIER FACIAL WASH FRUIT ENERGY (STUDY CASE ON: BUSINESS ADMINISTRATION STUDENTS OF TELKOM UNIVERSITY).**

The method used is descriptive and quantitative methods. This research uses Likert scale that rank. The sample used was a non-probability sampling technique with a simple type of random sampling with the number of respondents of 100 respondents.

The purpose of this study is to identify factors of celebrity endorser which can build a brand image Garnier Facial Wash Fruit Energy are, and what the most dominant factor of celebrity endorser which can build a brand image Garnier Facial Wash Fruit Energy is. The populations in this study are the students of Business Administration of Telkom University.

Based on the result of the research which is partisipated 18 variables, generates 6 factors, which are Relevance factor, Personality factor, Familiarity factor, Attraction factor, Popularity factor, and Credibility factor. From the six factors, the Relevance factor has the most influence within the six factors. This is can be seen from the % of variance of the Relevance factor is 13,189%.

Keywords: Brand Image, Celebrity Endorser