

ABSTRACT

The research was distributed by the associate problems of brand ambassador for L'oreal makeup products. These problems are based on the result of a pre-survey that indicating a brand ambassador for L'oreal makeup products that consist of visibility, credibility, attraction and power haven't got a good response from the respondent. In addition, based on the result of the directly interview with consumers who use L'oreal makeup products stated that she used L'oreal makeup product not because of the brand ambassador but because the quality of L'oreal. This research aims to know the influence of brand ambassador Dian Sastrowardoyo againts brand image L'oreal makeup products (L'oreal's consumer studies in Bandung City)

The methods used in this research is quantitative methods with types of descriptive and causal research. The type of data required for research is the primary data and secondary data. Sampling is done by a non probability sampling methods are types of accidental sampling, with as many as 100 respondent. Analytical techniques descriptive analyses using data and simple regression analysis to find out the influence of brand ambassador against the brand image.

The results showed that a brand ambassador and the brand image is on very good category. Simple regression analysis results demonstrating the brand ambassador of significant effect against the brand image, and the determination of the coefficient indicates that the variable is a brand ambassador effect significantly to the brand image and influenced by variables other than this research.

Key word: *Brand ambassador, brand image.*