

## **ABSTRACT**

*The advancement of information and technology has changed consumer behaviour in shopping. Shopping via e-commerce has developed fast year by year in Indonesia. One of the popular e-commerces in Indonesia is Shopee. To compete with other popular e-commerces in Indonesia, Shopee did a collaboration with popular South Korean music group, Blackpink, and made an advertising message to celebrate national shopping party at the end of the year, “harbolnas 12:12”. Shopee’s decision to work together with Blackpink as a brand ambassador and made an advertising about “harbolnas” stole the public attention and being a controversy. The appearance of this phenomenal issue made writer wan to to do a research about the influence of brand ambassador Blackpink and harbolnas 12:12 Shopee advertising message towards purchase desicion process of Bandung female collegers. The type of this research is descriptive quantitative that uses dual paradigm with two independent variables. The sampling technique of this research is purposive sampling, with total 385 respondents. Data processing of this research is performed by using SPSS 25 program. The result of this research are known that there is a positive influence of brand ambassador’s credibility and advertising message towards purchasing decision process partially, there is a positive influence of brand ambassador’s credibility and advertising message towards purchasing decision process simultantly, and there is a correlation between brand ambassador’s credibility and advertising message towards purchasing decision process.*

*Keywords: Brand Ambassador’s Credibility, Advertising Message, Purchase Decision Process*