

ABSTRACT

This study aims to find out how much Influence BLACKPINK Brand Ambassadors Have on Tokopedia Brand Image for the 2021 Period. Research is based on the phenomenon that occurs where the use of brand ambassadors is not always successful to improve the company's brand image. This happened during the appointment of Shopee BLACKPINK brand ambassador which led to controversy among the public with a petition to stop BLACKPINK advertising on social media because BLACKPINK used clothing and dance that was inappropriate with culture in Indonesia so that KPI gave a reprimand to Shopee to stop BLACKPINK advertising. However, when Tokopedia used BLACKPINK as a Brand Ambassador, it actually received a positive response from the Indonesian people followed by an increase in the number of monthly visits of Tokopedia's web in January 2021 so that it became the first position e-commerce beat Shopee when using BLACKPINK to become a brand ambassador. The variables used in this study are Brand Ambassador as an independent variable and Brand Image as a dependent variable. The method used in this study is quantitative with data analysis techniques using simple linear regression analysis. The results of this study showed that when there is an increase in brand ambassadors by one unit, the brand image will increase by 0.317 one unit. The influence of BLACKPINK brand ambassadors on brand image is 23.5%, the remaining 76.5% is influenced by other factors not studied in this study.

Keywords: *Brand, Brand Ambassador, Brand Image*