

## **ABSTRACT**

*The phenomenon and trend of K-Wave or the wave of Korean culture that is being loved by many levels of society in Indonesia has made many brands and companies flock to collaborate with celebrities, singers, and even idols from South Korea. Neo Coffee is one of the brands that emerged in mid-2019 and collaborated with Lucas NCT as an idol that is currently popular among K-Poppers, especially fans of the boy group NCT. In addition to making Lucas a brand ambassador, Neo Coffee also carries out various forms of promotion in collaboration with Lucas NCT, which is the marketing event of Neo Coffee Fan Meeting with Lucas. This study aims to find out how the influence of Lucas NCT's brand ambassador on Neo Coffee's brand image, the effect of the Neo Coffee Fan Meeting with Lucas marketing event on Neo Coffee's brand image, and the influence of Lucas NCT's brand ambassador and Neo Coffee Fan Meeting with Lucas' marketing event on brand image. Neo Coffee. The research used descriptive quantitative non-probability sampling method, using multiple linear data analysis techniques. The results of the study show that the influence of brand ambassadors (X1) is 41.28% on Neo Coffee's brand image (Y), the effect of event marketing (X2) is 58.2% on brand image (Y), and the influence of brand ambassadors (X1) and event marketing (X2) simultaneously by 62.8% of the brand image (Y).*

**Keywords: Brand Ambassador, Event Marketing, Brand Image**