

ABSTRACT

Based on data from WINA (World Instant Noodle Association), Indonesia ranks second as the country with the most demand for instant noodles. The high consumption rate of Indonesian instant noodles and the rise of health problems related to instant noodles are the main reasons Lemonilo innovates to present a choice of instant noodles that are healthier and more convenient for consumption. Lemonilo collaborated with the K-pop music group from South Korea, NCT DREAM as brand ambassadors to support the marketing of its instant noodle products. This is a form of influence from the Korean Wave, the term for the spread of Korean culture globally, including in Indonesia. This study aims to determine whether and how much influence NCT DREAM as a brand ambassador has on the brand image of Lemonilo instant noodle products in the younger generation. The indicators tested in this study were NCT DREAM as a brand ambassador as an independent variable with sub-variables visibility, credibility, attraction, and power, and brand image of Lemonilo instant noodle products as the dependent variable with the sub-variable strength of brand association, favorable of brand associations, and uniqueness of brand associations. The type of research used is associative with quantitative research methods. The population of this study is the Young Generation aged 16-30 years old. The sampling technique in this study was simple random sampling of 385 respondents through questionnaires. The results showed that there was a significant effect of NCT DREAM as a brand ambassador on the brand image of Lemonilo instant noodle products with a coefficient of determination of 39.8% while the rest was influenced by other factors outside of this study.

Keywords: Brand Ambassador, Brand Image, Young Generation, Korean Wave