

ABSTRACT

Healthy catering is catering that serves dishes with a variety of healthy food menus that contain nutrients that suit the body's needs. Yellow Fit Kitchen is a healthy caterer that offers an easy solution for dieting and living a healthy life, intensively promoting with various marketing communications such as using brand ambassadors and advertising online and offline with the aim of connecting services with the public. The use of brand ambassadors in brand image is one of the marketing strategies carried out by a company in improving the brand image and mindset of consumers. This study aims to determine the effect of Clarissa Putri's brand ambassador on the brand image of Yellow Fit Kitchen. The research method used is quantitative with the type of causal research. The data has been collected by the author online through a questionnaire to 400 respondents according to the criteria of this study. The sampling technique used is non-probability sampling with snowball sampling method. Researchers used simple linear regression analysis in the data analysis process carried out through SPSS IBM version 26. Based on the results of data analysis, the brand ambassador Clarissa Putri(X) had a significant influence on brand image by 0.373 or 37.3% while the other 62.7% influenced by other factors outside of this study.

Keywords: *brand ambassador, brand image, Yellow Fit Kitchen.*