

## **ABSTRACT**

Currently, interest in Korean popular culture is very high in Indonesia, this has a new influence on the business world. One of them is promoting products using South Korean brand ambassadors. This triggers various local beauty brand companies to compete to attract consumers by utilizing brand ambassador marketing strategies to promote their products. Whitelab itself is one of the local beauty brands that has used a brand ambassador who chose Oh Sehun from the boy group EXO from South Korea. Of course the following gets a positive impression from the public on the whitelab brand image. So whitelab issued a strategy by creating a skincare bundle called "Sehun Favorite Packages" which is exclusively sold on the Shopee e-commerce platform. The packages contain whitelab skincare, photocard signed by Oh Sehun, and 30 golden tickets which if you get it, you will have a fan meeting with Oh Sehun. With this concept, of course, it is hoped that people can make impulse buying on Whitelab products. The number of marketing trends that use brand ambassadors and brand image in this study was conducted to see whether brand ambassadors and brand image whitelab have a significant effect.

This research uses quantitative methods with causal analysis. Non-probability sampling with purposive sampling was used in sampling. Data for this study were collected through distributing questionnaires online. The number of respondents needed for this study were 400 respondents who had made impulse purchases of whitelab products in shopee e-commerce. The data analysis technique in this study used Smartpls 3.0 which resulted in testing the outer and inner models. The results in this study indicate that brand ambassadors significantly influence impulse buying behavior directly through brand image.

**Keywords:** Brand Ambassador, Brand Image, Impulse Buying, Oh Sehun, E-commerce.