

## **ABSTRACT**

*Lazada is one of the largest e-commerce applications in Indonesia. To improve the promotion of a brand, Lazada uses brand ambassadors. Lazada appointed Isyana Sarasvati as Lazada's brand ambassador and promoter in October 2022. With advertising, a brand is easily recognized and can increase brand awareness. The research aims to determine the impact of brand ambassador Isyana Sarasvati on Lazada brand awareness. The population in this study were the inhabitants of the city of Bandung who knew the advertisement Lazada feat. Isyana and were 17 to 35 years old. In data collection, nonprobability sampling is used with purposive sampling. The data used includes primary and secondary data using simple linear regression analysis techniques. The research results show that brand ambassador Isyana positively and significantly impacts Lazada's brand awareness. The big impact of brand ambassador Isyana on Lazada's brand awareness was 13.1%, and the rest was influenced by other variables.*

***Keywords: Brand Ambassador, Brand Awareness, advertising, Lazada***