

## **ABSTRACT**

*The ongoing development of globalization, the spread of foreign culture in Indonesia is increasingly widespread and has become a trend in society, one of which is the popular South Korean culture. In following this trend, many Indonesian brands utilize K-pop artists as brand ambassadors in their advertising campaigns as a marketing strategy. This is also used by the Scarlett Whitening brand owned by Felicya Angelista, by making actor Song Joong-Ki the brand ambassador for their product. In terms of marketing strategy, following market trends is the key to Scarlett Whitening's success in promoting its products by using brand ambassadors from international actors. In addition, Scarlett Whitening also providing various types of promotions and special offers to create a good brand image in the eyes of the public. They also try to create and maintain a good brand image to be known and remembered by consumers. The utilization of brand ambassadors and brand image in marketing strategy is anticipated to have an impact on Scarlett Whitening products..*

*Quantitative method with multiple linear regression analysis is use in this study. Data was collected by distributing questionnaires to 390 respondents who had used Scarlett Whitening products at least twice and were aware of advertising campaigns involving Song Joong-Ki..*

*The findings from the study indicate that there is a significant influence of brand ambassadors and brand image on purchasing decisions partially, as tested in the hypothesis using the t test. Brand ambassadors have a partial influence on purchasing decisions, while brand image has a significant influence on purchasing decisions.*

**Keywords: Brand Ambassador, Brand Image, Purchase Decision**