

## **ABSTRACT**

*In recent years, Indonesian people's awareness of the importance of maintaining health and consuming healthy food has increased. This is also reflected in the choice of instant food which is increasingly turning to healthier products, including instant noodles. One of the healthiest instant noodle products in Indonesia is Lemonilo. Lemonilo is an Indonesian healthy lifestyle brand that produces instant noodles that use natural ingredients, are high in fiber, without synthetic coloring, without preservatives, are low in gluten and are noodles that have a higher calorie content than other instant noodles. Even though Lemonilo has succeeded in building a positive brand image consumers eyes, there are still some negative comments regarding Lemonilo's brand image. Some consumers feel that the image given, namely as a healthy product but still delicious, is still not approved by consumers.*

*The purpose of this study was to determine the effect of brand image and brand ambassador variables on buying interest in Lemonilo products. Lemonilo as the object of this research chose NCT Dream as their brand ambassador. This decision is based on the popularity of NCT Dream among the Indonesian people, which is considered to be able to help introduce Lemonilo products to a wider market. In addition, NCT Dream's positive image as a young, healthy and energetic idol is also in line with Lemonilo's brand values which focus on healthy food and a healthy lifestyle. By choosing NCT Dream as the brand ambassador, Lemonilo hopes to improve his brand image and increase interest in buying his products in the Indonesian market.*

*This research is a quantitative research with a survey method conducted on people who know Lemonilo products. The sampling technique was carried out using a non-probability sampling technique with a purposive sampling method and obtained as many as 100 respondents. Data analysis was performed by multiple linear regression analysis.*

*After the research was carried out, the results showed that there was a partial and significant influence between Brand Image on Buying Interest on Lemonilo, there was a partial and significant influence between Brand Ambassadors on Buying Interest on Lemonilo, and there was an influence of Brand Image and Brand Ambassador on Buying Interest on Lemonilo.*

**Keywords: Lemonilo, Brand Image, Brand Ambassador and Purchase Intention**