

## ABSTRACT

*The rapid development of the skincare business in Indonesia is currently increasing. Avoskin is a skincare brand that has Instagram social media which is used to promote its products online, one of the marketing communication strategies carried out by Avoskin so that its products can be better known and able to reach a global market scale, namely by using Brand Ambassador Park Hyung Sik. This research uses quantitative methods. Data was collected by distributing online questionnaires via the Google form with a sample of 400 respondents who were Avoskin's Instagram followers. This test was carried out using IBM SPSS 26. The results of the hypothesis testing showed that there was a positive influence on the Brand Ambassador Park Hyung Sik variable on Avoskin's Brand Image . It is proven by knowing  $t_{count} 44.546 > t_{table} 1.966$  which means  $H_0$  is rejected and  $H_1$  is accepted, therefore it can be interpreted that there is influence between Brand Ambassador (X) on Brand Image (Y). While 16.7% is influenced by other variables not examined in this study.*

**Keywords:** *Brand Ambassador, Brand Image, Instagram, Avoskin, Park Hyung Sik.*