

ABSTRACT

The fashion industry in Indonesia is growing and has become one of the industries that plays a crucial role in the Indonesian economy. This phenomenon is interesting for public considering that previously products originating or sourced from abroad were better known and indirectly made more interest to consumers. Nowadays, local products are known to skyrocket compared to before. There is one example of a local Indonesian brand that is now skyrocketing is the Erigo brand. Erigo is one of the leading fashion brands in Indonesia which is engaged in fashion retail. One of the brand ambassadors chosen by Erigo is JKT48. Erigo sees JKT48's achievements that are displayed not only domestically but internationally to improve its brand image. The purpose of this study was to determine how and how much influence JKT48's brand ambassador has on Erigo's brand image. The method used in this research is quantitative method using a survey or questionnaire. Sampling using non-probability sampling method with purposive sampling of 130 respondents who are followers or followers of Instagram social media @erigostore. Based on the research results on the normality test, this study is normally distributed. In the partial hypothesis test (t test), this study found that JKT48's brand ambassador significantly influenced Erigo's brand image with a value of 57.7%. While the remaining 43.3% is influenced by other factors outside this research model.

Keywords: *Brand Ambassador, Brand Image, Erigo*