

ABSTRACT

The development of communication in the digital era makes brands or companies determine digital marketing strategies to increase consumer awareness and interest in their products, this condition aims to maintain customer loyalty so it is important to use brand ambassadors in maintaining their brand image. Scarlett Whitening, a well-known beauty company, utilizes the popular EXO Brand Ambassador who has high credibility in its marketing strategy. The purpose of this study was to measure the level of the EXO Brand Ambassador aspect, to measure the level of the Scarlett Whitening Brand Image aspect, and to measure the influence of Brand Ambassadors on Scarlett Whitening Brand Image. The method used in this study is the Quantitative Method by distributing questionnaires and observations. Sampling using the Non Probability Sampling Method with purposive sampling of 100 respondents. In the results of the normality test of this study, it was normally distributed, in the hypothesis test (T test) the results of this study showed that there was a significant influence of the EXO Brand Ambassador on the Scarlett Whitening Brand Image

Keyword: Brand Ambassador, Brand Image, Influence Of Brand Ambassador On Brand Image