

ABSTRACT

In 2002, the Korean wave or Hallyu began to emerge as a highly popular cultural phenomenon in Indonesia, especially among teenagers and millennials. Hallyu includes not only K-pop music, but also Korean dramas, movies, fashion and food, influencing various aspects of the entertainment industry and lifestyle in Indonesia. One particularly influential K-pop group is BTS, whose members, including Jung Kook, are often brand ambassadors for various well-known brands. Jung Kook, for example, has collaborated with Calvin Klein as a global ambassador, bringing a huge impact to the brand's image. This study aims to examine how the influence of @calvinklein Instagram ads and BTS Brand Ambassador Jung Kook on Calvin Klein Brand Image. This study uses descriptive quantitative methods and multiple linear regression analysis. The results showed that @calvinklein Instagram ads had a significant influence on Calvin Klein's brand image by 3.2%. Meanwhile, Jung Kook BTS brand ambassador has a much greater influence, which is 59%. Simultaneously, Instagram ads and brand ambassador Jung Kook BTS have an influence of 67.1% on Calvin Klein's brand image. This research confirms that the use of K-pop celebrities as brand ambassadors can have a significant and positive impact on brand image, strengthening the brand's position in the global market. Jung Kook's influence as Calvin Klein's brand ambassador successfully increased product exposure and sales, proving the power of the Hallyu phenomenon in influencing consumer trends and preferences in Indonesia.

Keywords: Advertising, Instagram, Brand Ambassador, Brand Image, Jung Kook, Calvin Klein.