

ABSTRACT

The local beauty industry has experienced rapid growth in recent years, affected consumer's preferences in purchasing products. This makes local cosmetic brands compete to collaborate with brand ambassadors, including Azarine with its new makeup line called Azarine's Makeup Café. Azarine's Makeup Café collaborates with Red Velvet as brand ambassadors to implement marketing communications to increase brand trust. This study was conducted to measure the extent of the influence of Red Velvet as brand ambassador on Azarine's Makeup Café's brand trust. By using the S-O-R theory (stimulus, organism, response) and Opinion Leaders Theory as a supporting theory. The quantitative method is used, with a causal effect and descriptive analysis techniques. The population is an unknown number of Azarine's Makeup Café's consumers. The Lemeshow formula is used to determine the number of research samples. Data collection was distributed with questionnaires to 385 respondents who had criteria in accordance with the sample frame, in the form of Google Form through Instagram and X. The results showed that there was 56.4%, influence from Red Velvet as a brand ambassador on Azarine's Makeup Café's brand trust, while the other 43.6% was influenced by other variables not discussed in this study.

Keywords: *Brand Ambassador, Brand Trust, Azarine's Makeup Cafe, Red Velvet*