

ABSTRACT

Along with the era of globalization and rapid digital technology development, the snack industry in Indonesia has experienced significant growth with increasingly intense brand competition. Companies are required to implement innovative marketing strategies to attract consumers' attention. Snack Tostos, a product from PT. Dua Kelinci, faces significant challenges in competing in the market. To strengthen its competitiveness, PT. Dua Kelinci collaborated with NCT Dream, a famous K-Pop group from South Korea, as a Brand Ambassador to attract the attention of the younger generation and K-Pop fans in Indonesia. This study aims to analyze the influence of NCT Dream as a Brand ambassador and advertisements on Impulsive Buying of Snack Tostos, with Brand Awareness as a mediating variable.

The research method used is descriptive quantitative, employing purposive sampling and non-probability sampling techniques through questionnaires distributed to 400 respondents who have purchased Snack Tostos.

The analysis results show that the brand ambassador and advertising positively and significantly influence brand awareness. Brand awareness also has a positive and significant effect on Impulsive Buying. Additionally, advertising directly and significantly impacts Impulsive Buying, further strengthening the effectiveness of the applied marketing strategies. Brand awareness moderates the relationship between the Brand Ambassador and advertising on Impulsive Buying, amplifying its impact. These findings confirm that collaboration with popular figures like NCT Dream and effective advertising strategies can enhance brand awareness and encourage impulsive purchases. The company is advised to continue optimizing collaborations with NCT Dream through more interactive campaigns and develop advertising strategies that emphasize emotional elements to strengthen the appeal of Snack Tostos in a competitive market.

Keywords : *Brand Ambassador, Advertisement, Brand Awareness, Impulsive Buying.*