

ABSTRACT

The development of the men's skincare industry in Indonesia has grown significantly along with the increasing awareness of skincare among men. One strategy used by men's skincare brands to reach a wider market is through the use of brand ambassadors. There is one relatively new men's skincare brand in Indonesia, namely MS Glow For Men. MS Glow For Men chose an Indonesian national football team athlete, Maarten Paes, as a brand ambassador to improve their brand image. This study aims to determine the extent of the influence of the selection of Maarten Paes as a brand ambassador on the brand image of MS Glow For Men. The research method used is quantitative descriptive with data collection techniques in the form of surveys or questionnaires. The sample was taken using a non-probability purposive sampling method involving 100 respondents who are followers of the Instagram social media @msglowformen. The brand ambassador variable consists of four dimensions: visibility, credibility, attraction, and power. In addition, the brand image variable includes three dimensions: the strength of brand association, the favorability of brand association, and the uniqueness of brand association. The results of the study show that the attraction dimension has the greatest influence on brand image, which indicates that the attractiveness of Maarten Paes as a brand ambassador provides involvement in the formation of public perception of the MS Glow For Men brand image in a more positive direction. This study also shows that the data is normally distributed with a significance value of >0.05 , namely 0.063. The results of the partial hypothesis test indicate a significant influence between brand ambassadors and brand image by 44.9%. Meanwhile, the remaining 55.1% is influenced by other factors outside this study. This study suggests that MS Glow For Men produce more persuasive and storytelling content for Maarten Paes on Instagram to increase emotional connections with the public.

Keywords : Brand Ambassador, Brand Image, Maarten Paes, MS Glow For Men