

ABSTRACT

Marketing communication has rapidly evolved in line with technological advancements and the dynamic behavior patterns of consumers. The Elaboration Likelihood Model (ELM) is one of the most commonly used theories in marketing, especially in the use of brand ambassadors, as it serves as a reference for brands seeking to recruit ambassadors who can deliver persuasive effects to potential consumers and help promote their products. The phenomenon of brand image has become an important aspect in the realm of marketing communication. A positive brand image is expected to foster a favorable consumer perception toward a particular brand, ultimately contributing to the brand's market perception. This study aims to examine the influence of the Elaboration Likelihood Model (ELM) and Brand Ambassador on Meraciklatte's brand image among teenagers in Bandung. ELM, as a persuasive communication model, allows the audience to process messages via the peripheral route, which is relevant in studies involving brand ambassadors and brand image. This research employs a quantitative approach using a survey method involving 400 teenage respondents in Bandung. The results show that the peripheral route of ELM significantly contributes to the brand image of Meraciklatte. Additionally, the role of Brand Ambassador Daffa Dhiya and his dimensions—Recognition, Reputation, and Affinity Royalty—affect the brand image of Meraciklatte among teenagers in Bandung. These findings demonstrate that selecting the appropriate ELM route and the right brand ambassador can enhance a product's brand image in a competitive market.

Keywords: *Elaboration Likelihood Model, Brand Ambassador, Brand Image, Meraciklatte, Teenagers, Bandung City.*