

**Pengaruh *Brand Ambassador* Cha Eun Woo Terhadap *Brand Image Skincare*
Lokal MS Glow (Survey Terhadap Remaja Perempuan di Daerah Istimewa
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ABSTRAK

Penggunaan *Brand Ambassador* pada *Brand Image* merupakan suatu strategi pemasaran yang dilakukan untuk membangun pandangan masyarakat terhadap *Brandnya*. Penelitian ini dilakukan terhadap remaja perempuan di Daerah Istimewa Yogyakarta. Tujuan penelitian ini adalah untuk mengetahui apakah terdapat pengaruh penggunaan *Brand Ambassador* Cha Eun Woo terhadap *Brand Image* MS Glow. Penelitian menggunakan metode kuantitatif. *Sample* diambil dengan menggunakan teknik *Proportional Random Sampling* dengan jumlah *sample* sebanyak 100 responden dan teknik analisisnya menggunakan Regresi Linear Sederhana. Berdasarkan hasil penelitian menunjukkan bahwa *Brand Ambassador* Cha Eun Woo (*Transference, Congruence, Kredibilitas, Daya Tarik, Power*) memiliki pengaruh terhadap *Brand Image* MS Glow. Hasil Koefisien determinasi menunjukkan bahwa *Brand Ambassador* Cha Eun Woo berpengaruh sebesar 56 % terhadap *Brand Image* MS Glow.

kata kunci : *Brand Ambassador, Brand Image*

The Influence of Brand Ambassador Cha Eun Woo on MS Glow's Local Skincare Brand Image (Survey of Adolescent Girls in the Special Region of Yogyakarta in 2022)

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ABSTRACT

The use of Brand Ambassadors in Brand Image is a marketing strategy carried out to build public views of the Brand. This research was conducted on teenage girls in the Special Region of Yogyakarta. The purpose of this study was to determine whether there was an effect of using Brand Ambassador Cha Eun Woo on MS Glow's Brand Image. Research using quantitative methods. The sample was taken using the Proportional Random Sampling technique with a total sample of 100 respondents and the analysis technique used Simple Linear Regression. Based on the results of the study, it shows that Brand Ambassador Cha Eun Woo (Transference, Congruence, Credibility, Attractiveness, Power) has an influence on MS Glow's Brand Image. The results of the coefficient of determination show that Brand Ambassador Cha Eun Woo has an effect of 56% on MS Glow's Brand Image.

keyword : *Brand Ambassador, Brand Image*