

**PENGARUH BRAND AMBASSADOR SONG JOONG KI TERHADAP  
BRAND IMAGE PRODUK SCARLETT WHITENING**

**(Survei Pada Followers Instagram Scarlett Whitening)**

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**ABSTRAK**

Banyak cara untuk meningkatkan *brand image* salah satunya adalah menggunakan *brand ambassador*, dan penelitian ini bertujuan untuk mengetahui pengaruh dimensi *visibility*, *credibility*, *attraction*, dan *power brand ambassador* Song Joong Ki terhadap *brand image* produk *Scarlett Whitening* melalui survei di instagram. Peneliti menggunakan metode penelitian kuantitatif deskripif yang melibatkan responden dalam pengisian kusionernya. Teknik pengumpulan data menggunakan metode survei dengan teknik kuesioner yang disebarluaskan secara *online*. Teknik *sampling* menggunakan teknik *non probability sampling* jenis *purposive sampling* dengan jumlah sampel sebanyak 105 responden. Teknik analisis data menggunakan analisis regresi linier berganda. Hasil dari penelitian ini menunjukkan bahwa dimensi *visibility*, *credibility*, *attraction*, dan *power brand ambassador* Song Joong Ki bersama-sama berpengaruh secara signifikan terhadap *brand image* produk *Scarlett Whitening* sebesar 0,726 atau 73,0%. Sedangkan sisanya sebesar 27,0% dipengaruhi oleh faktor/variabel lain diluar penelitian ini. Dan diketahui bahwa variabel yang paling berpengaruh terhadap *brand image* produk *Scarlett Whitening* di instagram adalah variabel *credibility* dengan nilai koefesien regresi sebesar 0,606 dengan nilai sig sebesar 0,000 < 0,05.

**Kata Kunci:** *Brand Ambassador*, *Brand Image*

**THE EFFECT OF BRAND AMBASSADOR SONG JOONG KI ON BRAND  
IMAGE OF SCARLETT WHITENING PRODUCTS**

**(Survey of Scarlett Whitening's Instagram Followers)**

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**ABSTRACT**

There are many ways to improve brand image, one of which is using a brand ambassador, and the purpose of this study was to find out the effect of the dimensions of visibility, credibility, attraction, and power of Song Joong Ki brand ambassador on the brand image of Scarlett Whitening products through a survey on Instagram. The researcher used a descriptive quantitative research method that involved respondents in filling out the questionnaire. The data collection technique used a survey method with a questionnaire technique distributed online. The sampling technique used a non-probability sampling technique, using the purposive sampling, with the total sample of 105 respondents. The data analysis method used the multiple linear regression analysis. The result of this study showed that the dimensions of visibility, credibility, attraction, and power of Song Joong Ki brand ambassador simultaneously had a significant effect on the brand image of Scarlett Whitening products by 0.726 or 73.0%. Meanwhile, the remaining 27.0% was affected by other factors/variables outside this study. In addition, it was known that the most influential variable on the brand image of Scarlett Whitening products on Instagram was the credibility variable with a regression coefficient value of 0.606 with a sig value of 0.000 <0.05.

**Keywords: Brand Ambassador, Brand Image**

