

## ABSTRAK

Penggunaan *brand ambassador* adalah salah satu strategi pemasaran yang dilakukan untuk membangun *brand image* dan pola pikir dari konsumen. Penelitian ini dilakukan pada pemain game *Playerunknown's Battleground (PUBG) Mobile* di Indonesia. Tujuan penelitian ini adalah untuk mengetahui pengaruh *Blackpink* sebagai *brand ambassador* terhadap *brand image PUBG Mobile* di Indonesia. Pada penelitian ini menggunakan 2 variabel yaitu *brand ambassador* dan *brand image*. *brand ambassador* terdiri empat indikator yaitu VisCAP (*Visibility, Credibility, Attraction, dan Power*). Sedangkan *Brand Image* dinilai berdasarkan tiga indikator yaitu *Strenghtness, Favorable, dan Uniqueness*. Penelitian ini menggunakan metode kuantitatif dengan jenis penelitian eksplanatori. Sampel diambil menggunakan metode *purposive sampling* dan teknik analisisnya menggunakan regresi linier sederhana. Berdasarkan hasil penelitian menunjukkan bahwa secara parsial *brand ambassador Blackpink (visibility, credibility, attraction dan power)* memiliki pengaruh terhadap *brand image PUBG Mobile* di Indonesia. Hasil koefisiensi determinasi *brand ambassador Blackpink* berpengaruh terhadap *brand image PUBG Mobile* sebesar 50,5% dan sisanya sebesar 49,5% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata kunci: *Brand Ambassador, Brand Image, PUBG Mobile, Blackpink*

## ABSTRACT

The use of brand ambassadors is one of the marketing strategies undertaken to build a brand image and mindset from consumers. This research was conducted on PlayerUnknown's Battleground (PUBG) Mobile players in Indonesia. The purpose of this study was to determine the influence of Blackpink as a brand ambassador on PUBG Mobile's brand image in Indonesia. This study used 2 variables, namely brand ambassadors and brand image. Brand ambassador consisted of four indicators namely VisCAP (Visibility, Credibility, Attraction, and Power). Meanwhile, brand image was assessed based on three indicators, namely Strength, Favorable, and Uniqueness. This study used a quantitative method with explanatory research. Samples were taken using purposive sampling method and the analysis technique used simple linear regression. Based on the results of the study, it shows that partially Blackpink's brand ambassadors (visibility, credibility, attraction and power) have an influence on PUBG Mobile's brand image in Indonesia. The results of the determination coefficient of the Blackpink brand ambassador affect the PUBG Mobile brand image by 50.5% and the remaining 49.5% is influenced by other variables not examined in this study.

**Keywords:** Brand Ambassador, Brand image, PUBG Mobile, Blackpink

