SUMMARY

NI LUH PUTU EKA PRASANTI RUTHA. The Effectiveness of Brand Ambassador’s Influence on Brand Image and Purchasing Decision for OPPO F Series Smartphone. Supervised by TONI BAKHTIAR and KIRBRANDOKO.

Advertising, as an important part of a company's marketing strategy in introducing its products is useful to attract consumers to buy and use products or services offered. Effective promotional activities must focus on consumers in which the goal is to know the extent to which the effectiveness of promotions in influencing consumers to make purchases of these products or services.

Promotion through advertising must be supported by the presence of brand ambassadors as messengers. Advertising can affect the popularity of a brand with the support of brand ambassadors as a component of advertising. The popularity of a brand ambassador is like a magnet that can attract consumers' curiosity about a product, especially a new product. In order to introduce its F Series products, OPPO used brand ambassadors. As a middle end and for the middle class, OPPO built a brand image by using brand ambassadors, namely Rio Haryanto, Isyana Sarasvati, Raisa, and Chelsea Islan for its F Series products.

This study aimed to determine the role of brand ambassadors in the promotion of OPPO F Series products and analyze their influence on brand image and customer purchasing decision. The type of research used was explanatory research, while the research data was obtained using questionnaires involving 85 respondents. The results of this study showed that brand ambassador had a direct influence on brand image but had an indirect influence on purchasing decision. The indicators of influential brand ambassadors based on this study on the OPPO F Series campaign are credibility, power, visibility, and attraction.

Keywords: brand ambassador, brand image, purchasing decision, smartphone