

### **Abstrak**

Penelitian kuantitatif ini bertujuan untuk mengetahui apakah BTS (*Bangtan Boys*) memiliki karakteristik *Brand Ambassador* dan mengetahui sejauh mana pengaruh dari karakteristik BTS (*Bangtan Boys*) terhadap *Brand Image* Tokopedia di kalangan *Seller* Tokopedia yang merupakan *Followers* akun *Instagram @tokopediaseller*. Metode penelitian yang digunakan penulis adalah metode survei. Hipotesis dalam penelitian ini meliputi variabel X (Karakteristik *Brand Ambassador* BTS) dan variabel Y (*Brand Image* Tokopedia). Hasil dari penelitian menunjukkan bahwa terdapat pengaruh karakteristik *Brand Ambassador* BTS (*Bangtan Boys*) terhadap *Brand Image* Tokopedia pada *seller* Tokopedia (*followers Instagram @tokopediaseller*). Hasil uji korelasi menunjukkan koefisien *spearman rho* sebesar 0,456 sehingga berdasarkan skala Guilford disimpulkan bahwa karakteristik *Brand Ambassador* BTS (*Bangtan Boys*) dan *Brand Image* Tokopedia menunjukkan hubungan yang cukup berarti. Selain itu 100% responden setuju dengan pernyataan bahwa BTS (*Bangtan Boys*) memberikan dampak positif sebagai *Brand Ambassador* terhadap *Brand Image* Tokopedia. Hasil penelitian menunjukkan hampir seluruh responden memberikan tanggapan yang positif mengenai *Brand Ambassador* Tokopedia yaitu BTS (*Bangtan Boys*) dan Tokopedia memiliki *Brand Image* yang positif dalam sudut pandang *seller* Tokopedia.

**Kata Kunci:** *Brand Ambassador, Brand Image, BTS (Bangtan Boys), Tokopedia*

### **Abstract**

*This quantitative study aims to determine whether BTS (Bangtan Boys) has the characteristics of a Brand Ambassador and to determine the extent of the influence of BTS (Bangtan Boys) characteristics on Tokopedia's Brand Image among Tokopedia sellers who are followers of the @tokopediaseller Instagram account. The research method used by the author is a survey method. The hypotheses in this study include variabel X (Characteristics of Brand Ambassador BTS) and variabel Y (Brand Image of Tokopedia). The results of the study show that there is a positive correlation between the characteristics of the BTS (Bangtan Boys) as a Brand Ambassador on the Tokopedia Brand Image on Tokopedia sellers (followers of Instagram @tokopediaseller). The correlation test results show the spearman rho coefficient of 0.456 so that based on the Guilford scale it can be concluded that the characteristics of the BTS (Bangtan Boys) as a Brand Ambassador and the Tokopedia Brand Image show a significant relationship. In addition, 100% of respondents agree with the statement that BTS (Bangtan Boys) has a positive impact as a Brand Ambassador on the Tokopedia Brand Image. The results showed that almost all respondents gave positive responses about the Tokopedia Brand Ambassador, namely BTS (Bangtan Boys) and Tokopedia, which had a positive Brand Image from the point of view of the Tokopedia seller.*

**Keywords:** *Brand Ambassador, Brand Image, BTS (Bangtan Boys), Tokopedia*