

## **Abstrak**

Oreo sempat mengalami penurunan citra pada produknya karena diterpa isu bahwa oreo positif mengandung melamin, sehingga banyak konsumen yang berpersepsi buruk pada citra brand. Mengatasi hal itu Mondelez International pemilik brand oreo segera bertindak melakukan inovasi baru salah satunya dengan melakukan kolaborasi serta menggunakan blackpink sebagai brand ambassador guna membantu memperbaiki citra merek. Dalam penelitian ini menggunakan paradigma post-positivisme, pedekatan deskriptif kualitatif, Metode penelitian ialah studi kasus dengan teknik pengumpulan data observasi, wawancara, dan dokumentasi. Uji keabsahan data pada penelitian ini menggunakan Triangulasi Sumber, Teknik dan waktu. Hasil penelitian yang mengindikasikan bahwa penggunaan brand ambassador Blackpink berfokus pada peningkatan citra merek brand oreo. Citra Merek dilakukan dengan cara pengamatan dan pemasaran melalui konten di sosial media Instagram, mengadakan tiktok challenge, dan consumer promotion dalam bentuk merchandise eksklusif

**Kata Kunci :** *Brand Ambassador, Citra Merek, Blackpink, Oreo*

## **Abstract**

Oreo once experienced a decline in its product image due to the issue that Oreo was allegedly found to contain melamine, leading many consumers to have a negative perception of the brand. To address this, Mondelez International, the owner of the Oreo brand, took immediate action by introducing new innovations, one of which was collaborating with Blackpink as a brand ambassador to help improve the brand's image. In this research, a post-positivist paradigm and a qualitative descriptive approach were used. The research method employed was a case study with data collection techniques such as observation, interviews, and documentation. Data validity was ensured through Source, Technique, and Time triangulation. The research results indicate that the use of Blackpink as a brand ambassador focused on enhancing the brand image of Oreo. This was achieved through observation and marketing efforts on social media platforms such as Instagram, the organization of TikTok challenges, and consumer promotions in the form of exclusive merchandise.

**Keywords :** *Brand Ambassador, Citra Merek, Blackpink, Oreo*