

ABSTRACT

This study investigates the strategic roles of brand ambassadors and beauty campaigns in enhancing brand equity within the cosmetics industry, specifically examining Wardah Cosmetics as a case study. Employing a quantitative approach, the research utilized the Structural Equation Modeling Partial Least Squares (SEM-PLS) method. Data were collected through a structured questionnaire administered to 100 respondents familiar with Wardah Cosmetics and its marketing campaigns. The findings indicate on increasing brand equity. Brand ambassadors were shown to foster consumer trust and emotional attachment to the brand, while beauty campaigns reinforced brand visibility and alignment with consumer values. These factors collectively contributed to heightened brand awareness, stronger brand associations, and improved perceptions of quality. The study

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