

ABSTRACT

Indonesia's economy is supported by various sectors, one of which has an important role is Micro, Small and Medium Enterprises (MSMEs). MSMEs in Indonesia are the backbone of the economy with a significant contribution to the growth and stability of the country's economy. The Indonesian government realizes the important role of MSMEs in the economy in Indonesia. In the increasingly competitive cafe industry, maintaining customer loyalty is very important for business success. One strategy that can be used is to involve or utilize Key Opinion Leaders (KOL) to conduct an in-depth analysis of how the Key Opinion Leader (KOL) picture and customer loyalty at Cafe Taman Utara in 2023. The author will identify the characteristics and role of the success of the KOL strategy, and evaluate its impact on customer perceptions and behavior. This research aims to review key opinion leaders and customer loyalty at Taman Utara café in 2023.

Keywords: Key Opinion Leader, Customer Loyalty, Content