

ABSTRACT

Ngolab Holding is a community-based startup operating in the food, beverage, and coworking service sectors, targeting the academic community of Telkom University. To improve digital marketing effectiveness, Ngolab faces challenges due to limited human resources in producing consistent and relevant social media content. This study explores the implementation of generative AI technology as a solution to support digital marketing strategies. Tools such as ChatGPT, Copy.ai, and social media analytics are utilized to accelerate content creation, tailor messages to audience characteristics, and improve marketing team efficiency. The implementation results show that AI usage not only enhances content quality and volume but also strengthens audience engagement organically. This strategy positively impacts Ngolab's digital growth and serves as an innovative model for other startups seeking to optimize technology-based marketing.

Keywords: generative AI, digital marketing, social media content, F&B startup, marketing efficiency