

ABSTRACT

The increasing consumption of sweet foods and beverages in Indonesia opens up great opportunities for the growth of the modern dessert industry. Mochi, as a sweet snack with a unique texture, is one of the popular choices, especially among the younger generation. Mochi Mochio, a local brand that has long been present in this industry, launched a new variant titled “Cream Cheese Series” consisting of Apple Crumble Mochi and Choco Tiramisu Mochi. This research aims to design a digital marketing communication strategy by utilizing the role of Key Opinion Leader (KOL) on Instagram to increase brand awareness of the product. Using descriptive qualitative method, data was obtained through direct observation during the campaign implementation in November-December 2024. The results showed a very positive campaign performance, with a total reach of 62,959, impressions of 129,314, and engagement of 23,832, resulting in an engagement rate of 37.85%. Collaboration with 31 KOLs across categories, especially nano and mikro influencers, proved effective in building audience engagement according to AIDMA theory. This strategy successfully introduced a new variant while strengthening Mochi Mochio's positioning in the modern dessert market in the Jabodetabek area.

Keywords: *Mochi Mochio, Key Opinion Leader, digital marketing, engagement rate, brand awareness.*