

ABSTRACT

This study aims to explore the decision-making process behind Key Opinion Leader (KOL) selection by Setiaphari Agency in digital marketing campaigns for its food and beverage (F&B) brand clients, and to understand its impact on campaign success. In the context of the F&B industry, which relies heavily on visual appeal and sensory experience, the strategic selection of KOLs plays a vital role in effective communication. This research adopts a qualitative approach using a case study method involving six F&B brands based in Bandung. Data were collected through in-depth interviews and analyzed using the Stimulus-Organism-Response (SOR) framework. The findings reveal that the selection of KOLs significantly influences audience perception and encourages positive responses toward the brand. This study contributes to the theoretical development of digital marketing communication and offers practical insights for agencies and brands in designing more strategic collaborations with KOLs.

Keywords: Key Opinion Leader, SOR Model, Digital Marketing, F&B Brands, Qualitative Study