

ABSTRACT

The rapid advancement of digital technology and the internet has transformed the global marketing landscape from conventional systems into digital-based strategies. Digital marketing is considered a more efficient approach to reaching consumers, as it allows for targeted outreach based on demographics, delivers quick results, and enables two-way interaction through social media. A crucial aspect of digital marketing is the use of social media platforms, which facilitate personalized communication and strengthen consumer trust through electronic word-of-mouth (e-WOM). Ngolab, a startup operating in the food and beverage (F&B) and retail sectors within the Telkom University environment, applies digital marketing strategies via Instagram, TikTok, and X to build brand awareness and increase consumer interest. However, challenges such as rapidly shifting consumer trends, intense competition, and limitations in digital content production hinder the effectiveness of these strategies. This study aims to evaluate the effectiveness of social media-based digital marketing in shaping consumer interest toward Ngolab's F&B products and to formulate relevant strategies to enhance consumer engagement and loyalty.

Keywords: digital marketing, social media, consumer interest, Ngolab, F&B, marketing strategy.