

## ABSTRAK

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### **“STRATEGI PEMASARAN DIGITAL UNTUK MENINGKATKAN KEPUTUSAN PEMBELIAN KONSUMEN DI INDUSTRI FROZEN FOOD PADA BRAND SUNNYGOLD”**

(XV + 147 halaman; 23 tabel; 7 gambar; 4 lampiran)

Transformasi digital mengubah cara bisnis berinteraksi dengan konsumen, terutama di industri *frozen food* Indonesia. SunnyGold, pemimpin pasar di kategori ini, telah mengalokasikan anggaran besar untuk pemasaran digital, namun masih menghadapi tantangan mengonversi eksposur menjadi penjualan. Penelitian ini mengkaji pengaruh strategi pemasaran digital melalui *Key Opinion Leader* (KOL), *Advertising*, *Social Media Marketing*, dan *Search Engine Marketing* (SEM) terhadap keputusan pembelian produk SunnyGold. Analisis Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan 188 responden menunjukkan bahwa semua variabel pemasaran digital signifikan membentuk *Brand Image* dan mendorong keputusan pembelian, dengan *Key Opinion Leader* yang paling dominan. Strategi pemasaran efektif meliputi penggunaan KOL sebagai sumber informasi dan rekomendasi produk, visualisasi produk serta pembentuk opini. Studi ini mengintegrasikan berbagai strategi dalam model komprehensif dan memberi rekomendasi praktis bagi SunnyGold dan pelaku bisnis *frozen food* untuk merancang pemasaran digital yang efektif dan efisien.

Referensi : 115 (1974 – 2025)

Kata Kunci:

Strategi Pemasaran Digital, *Key Opinion Leader* (KOL), *Advertising*, *Social Media Marketing*, *Search Engine Marketing* (SEM), *Brand Image*, *Customer Purchase Decisions*, *Frozen Food*, SunnyGold, PLS-SEM.

## ABSTRACT

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**“DIGITAL MARKETING STRATEGIES TO INCREASE CUSTOMER PURCHASE DECISIONS IN THE FROZEN FOOD INDUSTRY: A CASE STUDY OF THE SUNNYGOLD BRAND”**

*(XV + 147 pages; 23 tables; 7 figures; 4 appendix)*

*Digital transformation has changed how businesses interact with consumers, especially in Indonesia's frozen food industry. SunnyGold, a market leader in this category, has allocated a significant budget for digital marketing but still faces challenges converting exposure into sales. This study examines the influence of digital marketing strategies—through Key Opinion Leaders (KOL), Advertising, Social Media Marketing, and Search Engine Marketing (SEM)—on SunnyGold's customer purchase decisions. Using Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis with 188 respondents, results show that all variables significantly shape Brand Image and drive purchase decisions, with Key Opinion Leader being the most dominant factor. To maximize these effects, marketers should focus on using influencers or KOLs to utilize product information and recommendation, visualization, and creating positive opinions that cater to the brand. This study integrates various strategies into a comprehensive model and provides practical recommendations for SunnyGold and frozen food businesses to design effective and efficient digital marketing.*

*Reference : 115 (1974 – 2025)*

**Keywords:**

*Digital Marketing Strategy, Key Opinion Leader (KOL), Advertising, Social Media Marketing, Search Engine Marketing (SEM), Brand Image, Customer Purchase Decisions, Frozen Food, SunnyGold, PLS-SEM*