


## The Effect Of Applying Artificial Intelligence In Brand Marketing Strategies To Improve Company Effectiveness And Efficiency (Case Study: J.Co Coffee & Donuts Indonesia)

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Article Info	ABSTRACT
<b>Keywords:</b> Artificial Intelligence, Social Media, Marketing	This article aims to explain and analyze the basic concepts of artificial intelligence or AI and identify areas of AI that can be applied digitally in the marketing field. At this time, AI has an important role in marketing in the digital world. AI has changed the way companies J.CO Coffee & Donuts create programs and interact with customers. AI is also used to manage advertising. Using literature reviews and examples that have been conducted J.CO Coffe & Donuts, this study explores several important aspects such as AI's ability to analyze customer data and market trends, provide targeted content recommendations, personalize customer experience, improve interaction with chatbots, and apply social media sentiment analysis to understand customer reactions to marketing. The result of this research is that the presence of AI and social media currently provides an opportunity for a product to be able to develop more and reach its market. This research confirms that AI is a powerful and effective tool to improve the effectiveness and success of marketing campaigns.
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### INTRODUCTION

In the digital era and increasingly fierce competition, the application of technology is the key to achieving competitive advantage and improving business performance. One technology that is increasingly dominating various industries, including the food and beverage industry, is artificial intelligence (AI). Artificial intelligence is a branch of computer science that focuses on developing systems and algorithms that can learn and adapt based on data and perform tasks that previously required human intervention.

Artificial intelligence (AI) has become a key element in shaping today's marketing era, where AI enables personalization at scale and allows companies to analyze market data quickly and accurately, helping companies to make more effective marketing decisions. With the ability to process and analyze big data, AI opens up the possibility of more innovative marketing strategies and is responsive to rapidly changing market changes and developments (Kumar, et al., 2021). One of these changes is influenced by the presence of social media which allows AI to develop more rapidly and market segmentation becomes clearer.

Marketing in today's digital world has unique challenges. Consumers who are increasingly digitally connected are demanding on how companies can provide more personalized and relevant experiences for people. Here, AI plays an important role by enabling companies to be able to deliver messages tailored to the appropriate sales target and the right time (Mirwan, Sri Halinda et al., 2023). One of the most prominent applications of AI in marketing is market segmentation and personalization for each consumer. This helps companies identify patterns of customer behavior and their preferences, and allows them to create more focused and effective programs. This increases customer satisfaction and marketing efficiency by reducing wastage of resources that may not be relevant (Miao et al., 2022). This results in faster and more accurate decision making, and is an important consideration in a fast-changing business environment. J.CO Coffe & Donuts utilizes a variety of programs tailored to customers, and one of them is the use of social media and customized applications.

The development of technology has turned social media into a business platform. Social media sites have provided possibilities for tremendous growth and are getting more advanced day by day. The way we connect with various social media platforms and social communities in the environment has also changed and this evolution is supported by the presence of AI. AI analyzes past behavior, website searches and so on. AI can regulate the way content is created and advertisements by companies are placed on each customer on various social media platforms (Anandvardhan, 2021). Companies are currently using AI to research how customers and the right programs for information about the company can reach customers. The use of social media allows the program to spread and arrive at the right target market. It can be said that AI is a fundamental part of the functioning of social media today (Anandvardhan, 2021). J.CO Coffe & Donuts also applies this in its advertising process.

In the food and beverage or F&B industry An effective marketing strategy is an important key to attracting customers, increasing sales and increasing market share. Companies in the industry, including J.CO Coffee and Donuts, must continue to innovate and adopt the latest technology to stay relevant and competitive. The purpose of this study was to identify potential profits and important reasons why AI should be adapted to the design of J.CO Coffee & Donuts' marketing strategy. By incorporating artificial intelligence into marketing strategies, the company hopes to improve the effectiveness of marketing campaigns, gain deeper insights about customers, and improve interaction with the public. J.CO Coffee & Donuts is a widely recognized global brand and must be able to adapt to changing consumer and technological trends in order to remain a major player in the industry.

The research explores several important aspects such as AI's ability to analyze customer data and market trends, provide targeted content recommendations, personalize customer experience, improve interaction with chatbots, and apply social media sentiment analysis to understand customer reactions to marketing. Understanding the potential benefits of artificial intelligence in marketing strategies J.CO Coffee and Donuts, this

research can provide valuable information for companies and the industry as a whole. The results of this research can be the basis for companies to take the right strategic decisions when adopting artificial intelligence technology to improve marketing results and remain an important player in an increasingly competitive market.

## METHOD

This research is a conceptual paper. The focus of research using literature review is to find various theories, ideas, or principles, which are used to analyze something or find answers to research questions. Literature review is a good approach so that a study has clear visibility into the topic that has been discussed and can go further to find what has been found. This provides a comprehensive overview of the subject under study in detail to be able to maintain a consistent work (Tikito & Soussi, 2019).

This study aims to see the phenomenon of the presence of AI in the marketing process, where in this study researchers examined J.CO Coffee & Donuts. This study tries to discuss and analyze marketing activities and how the presence of AI and social media is applied by J.CO Coffee & Donuts in disseminating information about products or programs implemented by companies to increase sales levels.

## RESULT AND DISCUSSION

### Artificial Intelligence (AI) in marketing

In the digital era like today, technological developments are growing, especially in the world of marketing. One way to achieve success in the marketing world requires an effective and innovative strategy. At present, many digital marketing implementation strategies such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Content Marketing, Email Marketing, Online Advertising, Website, Affiliate Marketing, and Viral Marketing can help a company develop and expand its marketing strategy. One other example, namely the existence of Artificial Intelligence (AI) technology in digital marketing strategy innovation that can have an impact on the effectiveness and efficiency of digital marketing. According to Jogiyanto H. M [2000], Artificial Intelligence (AI) can be defined as a machine or smart device (usually a computer) that can perform a task that when the task is done by humans, it will take an intelligence to do it.

Several factors in the use of AI have a major impact on *digital marketing* through *machine learning*. *Machine learning* is an AI technology used to create models that can identify patterns in complex data sets (Ribeiro, 2020). *Machine learning* can help *stakeholders* to analyze a marketing advertisement and see the efficiency of a job and this is very helpful in digital marketing, especially in terms of, as follows (Ribeiro, 2020):

1. Provide service to *customers* quickly In this case, the application of machine learning can be in the form of using *chatbots* with advantages in waiting times for responses that are not too long, and the chatbot will handle every question or complaint from customers.

2. Personalized. *Machine learning* can also help to analyze something that *customers* like based on the history of service usage experience. And this can provide the best advice for *customers*.
3. Content is more accurate, with *machine learning*, the effectiveness of content selection will be increased and more targeted.

In its application, social intelligence (AI) can be used for customer service, automated messages, content personalization, automated tasks that can briefly help in achieving maximum customer satisfaction (Khatri, 2021). AI Marketing is also a new guide for marketers from marketing automation to market adaptation, and the scope of AI has expanded widely in the application of digital marketing. AI Marketing is likely to significantly change marketing strategies and customer behavior (Chang, 2020). Artificial Intelligence Marketing (AI Marketing) plays a significant role in the field of digital marketing and can help a business determine the type and appropriate target audience so that promotion becomes directed. The use of AI technology can also make it easier for a company to analyze data thoroughly and provide relevant recommendations to customers. The adoption of AI also contributes greatly to the Food & Beverage (F&B) industry as it can improve operational efficiency.

One example of a brand that has applied AI technology to the Food and Beverage (F&B) business is Coca-Cola, as a large brand, Coca-Cola must analyze a very large amount of data from various sources to stay ahead of the competition. Coca-Cola applies several AI technologies in its marketing, one of which is by developing image recognition technology that serves to verify coupons or purchase receipts related to loyalty & reward programs. This can also be developed in the J.CO Coffee & Donuts brand by using AI technology in the form of *loyalty & reward* programs by creating a special application for J.CO Coffee & Donuts members where there are various offers in the application Special and *loyalty & reward*. This can greatly help brands to collect customer data more easily and quickly. From the customer side, they will also get their own benefits because they will get special offers in the form of *loyalty & rewards* from *the brand*.

#### **Analysis of the Potential of Artificial Intelligence Technology in the Application of J.CO Coffee & Donuts Marketing Strategies.**

J.CO Coffee & Donuts as one of the local brands that sells donuts and coffee that is quite large and famous in Indonesia, can really take advantage of artificial intelligence (AI) to improve the quality of their products and services. Currently, J.CO Coffee & Donuts already has a mobile application that can be used by their customers on smartphone devices to order donuts, coffee, yogurt or other menus provided J.CO Coffee & Donuts.



**Figure 1.** Source : appadvice.com

This can still be improved again with the use of more sophisticated AI technology. Artificial Intelligence, can increase innovation, efficiency, and effectiveness, can also create consumer satisfaction (Brill, T. M. et al., 2019). Things that can be improved by J.CO, including:

1. Customer Data Analysis:

AI can be used to collect, store, and analyze customer data from various sources such as online bookings, loyalty programs, customer satisfaction surveys, social media, and reviews. AI provides solutions to bridge the gap between data science and implementation by analyzing data that was once an insurmountable process (Pangkey et al., 2019). With advanced AI analysis tools, J.CO Coffee & Donuts can identify patterns of customer buying behavior, product preferences, more suitable sales locations, and even predict customer visit times. The results of this analysis will help J.CO Coffee & Donuts in making smarter decisions regarding sales and marketing strategies.

2. Customer Service Chatbot:

AI can be used to develop interactive chatbots capable of responding to customer questions, providing menu recommendations, handling common complaints, and providing up-to-date product or promotional information. Chatbots can operate 24/7, provide prompt service, and reduce waiting times for customers seeking help.

3. Automatic Order Picking System:

J.CO Coffee & Donuts can enhance mobile apps or digital platforms with AI to allow customers to order food and beverages automatically. AI can use customer order history to provide matching menu recommendations and reduce order processing time. The system can also be integrated with online payments with multiple banks or e-wallets to speed up the transaction process.

4. Price Adjustment:

By leveraging AI, J.CO Coffee & Donuts can adopt a dynamic and automatic price adjustment strategy. AI will monitor changes in demand, supply, and other market circumstances to adjust prices automatically. With more flexible pricing, J.CO Coffee & Donuts can attract customers in different demand conditions and optimize their sales.

Dynamic price adjustment is a marketing strategy in which the price of a product or service is changed automatically based on various factors, such as market demand, inventory levels, time, location, or other factors that affect optimal pricing. The utilization of artificial intelligence (AI) in dynamic price adjustment allows companies like J.CO Coffee & Donuts to optimize sales by intelligently adjusting the prices of their products. What you can do with the use of AI in dynamic price adjustments:

1. *Real-Time Data Analysis*: AI is used to collect and analyze product sales and demand data in real-time. This data includes information about daily sales, specific events, geographies, buying trends, and customer behavior. With this analysis, AI can identify ongoing market patterns and trends and make price adjustments according to actual conditions in the market.
2. *Price adjustment algorithm*. Based on data analysis conducted by AI, J.CO Coffee & Donuts was able to develop a sophisticated price adjustment algorithm. The algorithm considers various variables, such as current demand, competitor prices, product inventory, as well as desired profit or margin targets. This algorithm plays a role in determining the optimal price that best suits the current market conditions.
3. *Market Segmentation*. AI can help in segmenting the market more effectively. By analyzing customer data, AI can identify groups of customers who have different preferences and pricing levels. Based on this analysis, prices can be adjusted for each customer group, allowing J.CO Coffee & Donuts to optimize revenue and provide more suitable offers for individual customers.
4. *Response to market changes*. One of the main advantages of dynamic price adjustment is its ability to respond quickly to changing market conditions. AI can automatically adjust prices when there is a sudden change in demand, a competitor's price change, or other factors that affect market conditions. This helps companies stay competitive and take advantage of emerging opportunities.
5. *Price Personalization*. With AI, companies can create a more personalized experience for customers by offering prices tailored to customers' preferences or purchase history. This can increase customer loyalty and provide a boost to further purchases.
6. *Security and Transparency*. In the implementation of dynamic price adjustments, it is important to maintain the security of customer data and ensure transparency in the price adjustment process. Customers should be clearly informed about the reasons for price changes and understand how prices are set.

By leveraging AI for dynamic price adjustments, seperti J.CO Coffee & Donuts companies can increase revenue, respond to markets faster, improve customer satisfaction, and stay competitive in rapidly changing markets. However, keep in mind that the implementation of dynamic pricing adjustments must be done wisely and pay attention to business ethics/laws and customer satisfaction in order to support the long-term success of the business. An example of software/application that can be used for dynamic price

adjustment is *Accurate Online (accurate.id)*. Accurate Online is an accounting software that offers various features such as, making sales offers, Price adjustments or discounts, order delivery, sales invoices, to receiving payments easily and quickly.



**Figure 2.** Source : cpssoft.com

AI can membantu J.CO Coffee & Donuts in identifying the latest market trends and evolving consumer preferences. By understanding ongoing trends, J.CO Coffee & Donuts can develop new products that better suit customer tastes and demands, and better meet market desires. New product development is the process of designing and creating new products or services that meet unmet customer needs or desires or face existing market challenges. The utilization of artificial intelligence (AI) in new product development can give companies like J.CO Coffee & Donuts a competitive advantage in the F&B business.

1. Analyze Customer Trends and Preferences. AI can analyze customer data, including feedback, preferences, and purchasing behavior from a variety of sources, such as social media platforms, booking apps, and loyalty programs. With a better understanding of customer preferences and needs, J.CO can identify gaps in the market and understand what products or features customers expect in the future.
2. Ideas for New Products. Based on data analysis conducted by AI, companies can use this technology to generate creative and innovative new product ideas. AI can identify emerging trends, analyze competitors' products, and create unique and interesting combinations of product ideas.
3. Product Personalization. AI enables product personalization at scale. Based on customer data, companies can use AI to customize products according to customers' unique preferences and needs. For example, AI can generate combinations of toppings or flavors preferred by certain customers.
4. Product Performance Prediction. AI can predict product performance based on historical data and relevant market parameters. With this analysis, J.CO can understand sales projections, customer adoption rates, and profit potential of new products.
5. Post-Launch Monitoring. After a new product is launched, AI can help J.CO monitor product performance and analyze customer feedback. By tracking data in real-time,

companies can identify problems or improvement opportunities that need to be addressed.

6. Increased production efficiency. AI can be used to improve production efficiency by predicting demand for new products and optimizing production processes based on expected demand.

By using AI in new product development, J.CO Coffee & Donuts can reduce risk, maximize innovation, and ensure that products launched are in accordance with customer wishes and better face market competition. However, the use of AI in product development must still be supported by in-depth market research, accurate data analysis, as well as collaboration between technical teams and creative teams to create successful products that positively impact F&B businesses. Artificial Intelligence (AI) is considered not only as a technology, but as a force that can benefit people's lives because it can reduce costs and risks (Hermann, 2020). AI is also one of the technological advances that can affect a company's marketing (Grewal et al., 2019). But it is important to note, that the application of AI must pay attention to ethics and data security. J.CO Coffee & Donuts must ensure that customer data is stored securely and customer privacy is properly maintained. In addition, although AI can provide great benefits, strategic decisions must still involve human intervention to ensure the suitability and sustainability of the use of this technology.

#### **Digital Marketing Strategy Analysis on Social Media J.CO Coffee & Donuts**

The key to success in marketing is to use a social media strategy. In this day and age, almost everyone has a social media account. Some people have used social media to find restaurants and cafes that are widely visited. People also like to post and recommend restaurants and cafes that they like and visit. Due to the development of science and technology, many people will use mobile phones, computers, tablet computers and other electronic devices. First, tell people what Coffee & Donuts J.CO is, and then interested people will visit the official website of J.CO Coffee & Donuts to learn more, so as to increase potential customers. J.CO Coffee & Donuts also built the same social platform as other regions, such as Facebook, Instagram and twitter, etc., which can be used to contact customers, so that customers can make better suggestions to us. For example, J.CO Coffee & Donuts can post. Some satisfaction questionnaires for customers to fill out, not only that, but also carry out some promotional activities through social platforms, such as forwarding posts. You can get discount coupons and so on.

Integrated Marketing Concept (IMC) is a marketing communication aimed at increasing product awareness of a company. IMC can be done in several ways namely advertising, personal selling, sales promotion, direct marketing, interactive marketing, publicity and public relations (Camilleri, 2018). The IMC conducted by Jco is as follows:

1. Advertising: J.CO Coffee & Donuts does advertising through brochures, logos, posters and banners, in this way of advertising jco can increase sales or increase awareness of the brand. In addition, JCO is also present in a very strategic place in Indonesia and is present in several cities and countries.
2. Sales promotion: Sales promotion is a promotion by giving discounts, gifts, *rewards* or



*buy 1 get 1 free* so that it can attract the attention of customers. Jco often does this strategy with *weekly promotions, buy 1 get 1 free and free tumblr gifts* or glasses.

3. Direct sales: Direct selling made J.CO Coffee & Donuts is an active *media marketing* company, they are active on Facebook, Twitter, and Instagram. Nowadays many use social media, so Jco has its own business account to promote its brand and the goal is to provide updated information related to promotions or opening new branches to the public.

With the development of social media presence and how currently social media is also used for digital marketing processes, currently J.CO Coffee & Donuts uses *Social Media Marketing (SMM)* for its marketing media. With the rapid growth of social media users in Indonesia, J.CO Coffee & Donuts took the opportunity to market its promos through social media with a wide enough reach to reach the *audience*. Here's what jco does for digital marketing strategy.

1. Social Media Marketing: J.CO Coffee & Donuts might use social media platforms like Facebook, Instagram, Twitter, and more to build their digital presence. They can post interesting and relevant content, interact with followers, and hold special contests or promotions. Such as discounts and *events* that will take place such as those that will be held on September 24, 2023, holding J.CO *runs* in the BSD city area.



**Figures 3.** Source: Social Media (Instagram, Twitter, Facebook) J.CO Coffe & Donuts

2. Influencer Campaigns: Engage influencers or famous people on social media to promote their products or brands. J.CO Coffee & Donuts may have worked with influencers who have large audiences and match their target market.
3. Search Engine Optimization (SEO): J.CO Coffee & Donuts may focus on SEO strategies to ensure their website shows up in relevant search results, increasing visibility and potential new potential customers.
4. Content Marketing: Creating and sharing high-quality content such as blogs, videos, or infographics to grab the audience's attention and build brand authority in their field.
5. Email Marketing: Send out customized email campaigns to inform customers about ongoing offers, promotions, or special events.
6. Data-driven marketing: Leverage customer data and online behavior to craft more effective and relevant marketing campaigns.

7. Affiliate Marketing: Engaging partners or affiliates to help promote Coffee & Donuts J.CO products and earn commissions on successful sales.
8. Marketing through Mobile Apps: Developing mobile applications or collaborating with third-party platforms to facilitate ordering and interaction with customers through mobile devices.
9. Paid Advertising: Coffee & Donuts J.CO may also use paid advertising on social media platforms, search engines, or *other digital platforms* to increase website exposure and website traffic.

Using AI in the marketing process can help to identify potential customers and create content that resonates with customers. Using AI can help J.CO Coffee & Donuts in making social media marketing more efficient. Machine learning models and algorithms and how to leverage them will increase the benefits of using AI on social media over time. The function and popularity of AI is increasing day by day and by utilizing the growing social media presence and having wide users will help companies to achieve sales targets and information to customers will arrive better (Anandvardhan, 2021).

#### **Benefits and Challenges of Artificial Intelligence (AI) in J.CO Coffee & Donuts Marketing**

The use of AI technology in food and beverage business can provide positive benefits in various aspects such as operations management, efficiency, and customer experience. As a fairly large food and beverage brand in Indonesia, it will be very beneficial for J.CO Coffee & Donuts to apply AI technology to its operations management. The use of AI technology, especially in the J.CO Coffee & Donuts brand, can have a positive impact not only on consumers, but also for workers and the culture between workers in the company.

One of the AI technologies that can be utilized by J.CO Coffee & Donuts brands is in analyzing consumer preferences to determine what offers and promotions are suitable for use at certain times. AI technology can analyze sales data and trends at a certain time to predict consumer demand. Consumer preferences include identifying popular food or beverage menu variants and providing recommendations for business development, such as making bundling menu choices or variants that suit consumer tastes and based on certain seasons or seasons that can increase sales. AI technology can also provide price optimization based on price trends, competitor data, and *customer behavior* to determine prices that can maximize profits.



**Figure 4.** Source: jcoindonesia Official Instagram

The existence of AI technology helps staff in the implementation of business processes. Business process automation from manual processes can facilitate staff work, such as order processing, payment processing, to customer support can be done with the help of AI technology. In addition to providing convenience in business processes for companies, this technology can be useful to reduce errors due to human errors and can speed up service time at J.CO Coffee & Donuts outlets. This is not only beneficial for time efficiency but also decision making that affects teamwork culture because it has an impact on staff confidence (Ransbotham et al., 2021). Although it has benefits for the food and beverage business process, especially for brands J.CO Coffee & Donuts, the existence of AI technology has challenges that can arise in the process of its application. The existence of AI technology can cause dependence on users on the decision-making process because they rely too much on information provided by AI without considering input from other teams. This can have an impact on decreasing creativity and analysis of business and market conditions that are happening in *real-time*.

Another thing that is often a concern in the process of implementing AI technology is related to data security. The working process of AI technology is very dependent on data so it is closely related to company data information and consumer data which is quite sensitive. In addition, the existence of AI technology can cause changes in the structure of the work of workers. Not a few unions filed rejections with the use of AI technology in various fields of work, including in the food and beverage industry. With the introduction of AI technology, workers feel threatened and there will be resistance during the implementation process.

Seeing the challenges that may be faced by the company in the future, it is necessary to prepare the right plan to face these challenges. Companies must be able to ensure strong data security and compliance with relevant regulations to protect company data as well as consumer data. In addition to data security, workers' concerns are also a particular concern for companies. AI technology has the advantage of recommending relevant products or promotions that match the profile of J.CO Coffee & Donuts outlets in certain regions. In addition, AI technology that can speed up service time at outlets is beneficial in time efficiency and decision making that can have an impact on team confidence. The existence of AI can not only affect work culture at the team level, but can also affect the overall company culture. Effective communication and resetting business strategies are needed in the implementation of the use of AI technology.

## CONCLUSION

Based on the results of the study, it can be concluded that the application of artificial intelligence in marketing strategies can help companies achieve better results. The presence of AI and social media today provides an opportunity for a product to be able to develop more and reach its market more. One of the benefits of AI in the sales process is its ability to provide personalized or customized experiences tailored to customer needs. With

the use of customized algorithms, Companies can tailor their marketing campaigns for specific consumers. This helps not only on sales, but also improves the overall customer experience. AI can improve the efficiency of data analysis, personalize customer experience, use *chatbots*, analyze social media sentiment, optimize campaigns, predict demand, and make decisions from data. By using artificial intelligence in marketing strategies, companies can optimize budget allocations, improve customer engagement, and respond to markets more quickly and precisely. The results of this study confirm that AI is a powerful and effective tool to increase the effectiveness and success of marketing campaigns. The application of artificial intelligence in this case, the J.CO Coffee & Donutst marketing strategy is certainly a good step and must be done, it is expected to be useful to increase the effectiveness and efficiency of marketing campaigns and provide a better experience to customers.

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