

## Exploration of the Use of Artificial Intelligence in Business Processing by KOL Marketing Agencies

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### ABSTRACT

This study aims to examine the use of Lark's Artificial Intelligence (AI) platform in supporting business processes in Key Opinion Leader (KOL) marketing agencies, specifically focusing on Orbeat Digital Agency as a case study. The research uses a qualitative approach, with data collected through participatory observation, semi-structured interviews, and documentation. The findings reveal that Lark plays a crucial role in enhancing operational efficiency, improving team coordination, and enabling real-time management of campaign projects. However, the study also highlights challenges such as the need for a stable internet connection and the adaptation process for new users, which can hinder the platform's full potential. While existing research has explored the benefits of AI in various industries, there remains a gap in understanding how AI platforms like Lark specifically support the unique needs of KOL marketing agencies. Most studies have focused on general business operations, leaving a gap in the literature concerning specialized marketing environments. This study contributes to filling that gap by providing insights into how Lark's AI functionalities are tailored to the demands of KOL marketing, helping agencies streamline their processes and improve client service. The significance of this study lies in its ability to inform KOL marketing agencies on the best practices for integrating AI into their workflows. The implications of these findings are crucial for improving operational strategies, enhancing employee training, and optimizing the use of digital tools in marketing agencies within the framework.

**Keywords:** Artificial Intelligence, Business Processing, KOL Marketing,

### INTRODUCTION

The rapid growth of social media usage in Indonesia has significantly accelerated the adoption of influencer-based marketing strategies, especially via Key Opinion Leaders (KOLs), as businesses increasingly leverage platforms such as Instagram, TikTok, and YouTube to reach targeted audiences more authentically and effectively (Doshi et al., 2021; Wikipedia contributors, 2024). Influencer marketing agencies, including those like Orbeat Digital Agency, have seen spikes in demand as marketers seek expert coordination of multi-channel campaigns (AgilityPR, 2025; InBeat Agency, 2025). At the same time, the complexity of multi-stage workflows—covering influencer selection, content planning, campaign execution, and performance tracking—is becoming harder to manage manually, prompting agencies to look for scalable solutions (Viral Nation, 2025; Influency, 2025). Integration of AI-enhanced systems enables efficient influencer discovery, campaign automation, and ROI forecasting, significantly reducing human effort and improving precision in decision-making (Rana, 2024; Dhiman, 2025). Indeed, real-world studies find that AI tools outperform

traditional approaches in selecting influencers, optimizing content, and maximizing engagement and return on investment (ResearchGate, 2024; AgilityPR, 2025). As a result, AI has become a strategic necessity for influencer marketing agencies seeking to streamline operations and elevate campaign effectiveness in Indonesia's dynamic social media landscape (Dhiman, 2025; InBeat Agency, 2025).

Artificial Intelligence (AI) has significantly transformed the marketing landscape by enhancing automation, enabling real-time decision-making, and improving operational workflows, particularly in dynamic sectors such as influencer marketing (Nalini, 2024). AI algorithms help identify suitable influencers based on engagement metrics, predict campaign performance, and automate repetitive tasks, thus optimizing resource allocation (Kumar, 2024). Huang et al. (2021) conceptualize AI in marketing as a strategic tool that enhances segmentation, targeting, and personalization. Arora (2025) emphasizes the use of large language models (LLMs) as collaborative agents in generating marketing insights and content. Haleem et al. (2022) discuss the use of AI in managing big data for improved marketing intelligence and customer interaction. Meanwhile, Gasner (2025) reports that over 70% of marketers now use AI tools to streamline their influencer outreach processes and improve ROI in digital campaigns.

While AI's role in digital marketing is well-documented, there is limited research on its application in KOL marketing agencies specifically. Previous studies, such as those by Chaffey (2020) and Mehta et al. (2019), have explored the broader use of AI in digital marketing, focusing on automation in advertising, customer targeting, and personalization. However, these studies largely overlook how AI platforms like Lark can address the unique operational needs of KOL agencies, which must manage a combination of creative processes, client relationships, and campaign logistics.

One of the key research gaps identified is the lack of understanding regarding how AI platforms specifically impact KOL agencies' business processes. Unlike traditional marketing or corporate environments, KOL marketing involves working closely with influencers, content creators, and brands, which introduces unique coordination challenges. This study seeks to address this gap by exploring how Lark's functionalities, such as team collaboration tools, project management systems, and data analytics, can enhance the operational efficiency and decision-making processes within a KOL agency.

The research aims to explore the specific role and application of AI in the daily work processes of KOL agencies, with a focus on how it improves operational efficiency, accuracy, and quality of decision-making. By examining the use of Lark at Orbeat Digital Agency, this study will assess the platform's contribution to improving team coordination, reducing operational delays, and facilitating more informed, data-driven decisions. The study will also evaluate the challenges associated with adopting AI platforms, such as the need for user adaptation and the requirement for stable internet infrastructure, which may hinder the effectiveness of such technologies in certain regions.

The findings of this study are expected to provide significant academic contributions to the field of digital marketing, particularly in understanding how AI can optimize the operations of KOL marketing agencies. Moreover, the practical implications for marketing agencies looking to adopt AI solutions will be explored, offering insights on how they can improve their service delivery, increase efficiency, and enhance customer satisfaction. By exploring the

integration of AI into KOL marketing, this research aims to fill an important gap in the literature and contribute to the development of more effective strategies for the future of digital marketing within the framework of the *Exploration of the Use of Artificial Intelligence in Business Processing by KOL Marketing Agencies*.

## **METHOD**

This study employed a qualitative descriptive research design to explore the role of Lark's Artificial Intelligence (AI) platform in supporting the business processes of KOL (Key Opinion Leader) marketing agencies, specifically Orbeat Digital Agency. The qualitative approach allowed for an in-depth understanding of the experiences and practices of individuals involved in KOL marketing, revealing how AI tools impacted organizational operations.

Data were collected through in-depth interviews with key informants at Orbeat Digital Agency, including managers, team leaders, and employees who regularly used Lark in their work. Participants were selected via purposive sampling to ensure relevant experience with AI implementation in the agency's operations. Additionally, participant observation was conducted to observe daily activities, focusing on how Lark facilitated team coordination, project management, and decision-making. These observations supplemented interview data, providing a more comprehensive understanding.

To ensure validity and reliability, the study applied triangulation by using multiple data sources and perspectives (Lincoln & Guba, 1985), enhancing the research's credibility through cross-verification of information from interviews, observations, and secondary data. Thematic analysis, as outlined by Creswell (2013) and Miles et al. (2014), was used to identify patterns and themes within the interview data, offering a systematic framework to organize and interpret the findings.

The analysis involved coding transcripts to reveal recurring themes related to AI's role in improving operational efficiency, decision-making, and team coordination. The results highlighted both the strengths and limitations of using Lark in KOL marketing, addressing its benefits and challenges. This rigorous approach provided deeper insights into AI's application in KOL agencies and informed recommendations for implementing AI tools in similar business contexts.

## **RESULTS AND DISCUSSION**

The findings from this study provide significant insights into how Artificial Intelligence (AI) platforms like Lark contribute to enhancing operational efficiency, team collaboration, and data-driven decision-making in Key Opinion Leader (KOL) marketing agencies. By analyzing the impact of AI on these areas, this section explores each of the key findings in-depth, compares them with previous studies, and discusses the theoretical and practical implications.

### **Operational Efficiency**

AI plays a critical role in improving time and resource efficiency within KOL marketing agencies. Participants reported that Lark's AI capabilities, such as automatic performance analysis of KOLs and a recommendation system, significantly reduced the time spent on manual tasks. One participant mentioned, "The AI system quickly analyzes past KOL

performances, saving us hours of work. The recommendation system has also made it easier to select the right KOLs for each campaign without the need for lengthy discussions”. This finding aligns with Martínez-López et al. (2020), who highlighted that AI-driven automation in marketing increases operational speed and reduces human error. In contrast, previous studies have emphasized the importance of human intervention in AI recommendations (Vrontis et al., 2021), suggesting that while AI can enhance efficiency, human oversight is still critical for validating results. The findings from this study underscore the practical benefits of AI in optimizing work processes and demonstrate its potential to streamline campaign management in real-time.

### **Team Collaboration Optimization**

Lark's ability to consolidate communication, document sharing, and task management into one platform was noted as a significant factor in improving team collaboration. As one participant shared, “Having everything in one place has really helped us to stay on the same page, avoiding miscommunication and delays. It feels like we’re all working together, even if we’re in different locations”. This finding resonates with Vrontis et al. (2021), who found that digital platforms facilitate better communication and coordination among teams, especially in remote work environments. The integration of team communication with real-time document access has enabled agencies to operate more cohesively, which is essential for fast-paced marketing campaigns that require prompt decision-making and action.

### **Project Transparency and Accountability**

Another significant benefit of Lark's AI system is the improvement in project transparency and accountability. Participants noted that automated reporting systems and AI-based analytics dashboards allowed team members to track project progress in real-time. One participant mentioned, “We can now easily see how each part of the project is progressing. This transparency helps us avoid bottlenecks and ensures that everyone is accountable for their tasks”. This aligns with the findings of Martínez-López et al. (2020), who stated that AI’s ability to automate reporting fosters a more transparent and accountable work environment. Cross-departmental coordination, particularly between finance, creative, and account management teams, was also enhanced. This integration ensures that all team members have access to the same information, making it easier to resolve issues and keep projects on track.

### **Data-Driven Decision-Making**

The use of AI also facilitates data-driven decision-making by providing insights derived from previous campaign data. This was noted by several participants, who observed that AI analysis improved the accuracy of strategy development. One participant remarked, “AI gives us a clearer picture of what worked in the past, which helps us design more targeted campaigns moving forward”. This finding supports the views of Vrontis et al. (2021), who emphasized the value of AI in providing actionable insights from large datasets. The ability to harness historical data for future strategies highlights the importance of AI in enhancing the effectiveness of marketing decisions. However, this reliance on AI for strategy formulation may also introduce biases if the data is not properly validated or contextualized, an issue that requires further attention.

### Limitations and Challenges

Despite its advantages, the adoption of AI in KOL marketing agencies also presents challenges. One key limitation reported by participants was the limited technical understanding among some employees, which hindered optimal use of AI tools. As one participant explained, “Not everyone is comfortable with AI tools, and we need more training to fully leverage them”. This challenge is consistent with the findings of Martínez-López et al. (2020), which discussed the need for adequate training to ensure effective AI adoption in organizations. Additionally, adapting to AI-based work culture was identified as a barrier, particularly in transitioning from manual processes to automated systems. Some participants noted that “The shift from manual work to automated systems was challenging for some employees, especially those who were used to doing things the traditional way”. These findings suggest that while AI can offer significant benefits, its successful implementation depends on addressing these barriers to adoption, including training and cultural adjustment.

### Theoretical Implication

This study contributes to the theoretical understanding of AI in marketing by expanding the scope of previous research to include its role in improving operational efficiency, team collaboration, and data-driven decision-making. It highlights the importance of integrating AI tools into marketing agencies’ workflows and underscores the need for a systematic approach to overcome barriers to adoption. The findings also contribute to the growing body of knowledge on the practical applications of AI in digital marketing, particularly in small to medium-sized businesses that may face unique challenges in technology integration.

### CONCLUSION

This study demonstrates that the use of Artificial Intelligence in KOL marketing agencies significantly enhances efficiency, collaboration, and decision-making. However, optimizing AI’s benefits requires internal readiness, including robust digital infrastructure and capacity building for human resources. Collaborative tools like Lark are crucial for integrating work processes across divisions and fostering an effective digital work ecosystem. Future research could explore the long-term impacts of AI adoption on organizational culture and employee adaptability within KOL marketing agencies.

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