

ABSTRACT

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KEY OPINION LEADER MANAGEMENT FOR BRAND ACTIVITIES AT PT DELTOMED LABORATORIES

Interns carry out Professional Work activities for 3 (three) months at PT. Deltomed Laboratories in the Digital Marketing division. Interns work under the supervision and guidance of the Digital Marketing Manager. Interns have the opportunity to be involved in the Key Opinion Leader (KOL) process. The activities carried out by the internee are managing Influencers/Key Opinion Leaders (KOL), negotiation, KOL research, KOL listing, contacting KOL, KOL monitoring. Interns then work on Affiliate Monitoring, At this stage, the practitioner is asked to distribute products to affiliates to be sold through the shopping area they have with various agreed provisions, the practitioner also needs to build a good network with affiliates to get their approval to work with the company and social media management, at this stage the practitioner helps the team to create content to increase awareness of our products and to attract market prey through social media by presenting interesting content that has been packaged with very interesting editing and Social Media Specialist. Interns learn and gain knowledge on how to increase engagement on brand social media accounts with the KOL, Affiliate, and Social Media Specialist processes. Of course, also by preparing the best possible strategy.

Keywords: *Influencer, Key Opinion Leader, Engagement, Affiliate, Social Media Specialist*