

ABSTRACT

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KEY OPINION LEADER SPECIALIST WORK PROCESS IN THE BUSINESS DEVELOPMENT DIVISION OF PT NEW CHANCING INDONESIA

Practitioner carries out professional work in the field of Business Development as a Key Opinion Leader Specialist at PT New Chancing Indonesia for three months starting from 1 July 2024 to 30 September 2024. Duties and responsibilities of the Practitioner as a Key Opinion Leader Specialist are managing and establishing strategic relationships with content creators or Key Opinion Leader on various digital platforms. Apart from that, maintaining relationships with clients from various brands. An overview of the practical work process as a Key Opinion Leader Specialist includes campaign management, identification and selection of content creators through steps such as the listing process, approach, preparation of the scope of work, campaign implementation and evaluation which includes reporting and analysis achievement (reach). Practitioners are also involved in ensuring the compatibility between brand marketing strategies and content produced by content creators. Through professional work, interns find a connection between their work experience as a Key Opinion Leader Specialist and various Communication Science courses with a Public Relations Minor. Some of these courses include Organizational Communication, Event Management, Introduction to Public Relations, Online Public Relations, and Public Relations Strategies and Tactics.

Keywords: *PT. New Chancing Indonesia, Key Opinion Leader Specialist, Content Creator, Campaign*