

ABSTRACT

Devitha Avisatira (2019041022)

WORK ACTIVITIES OF THE CREATIVE DIVISION OF THE SOCIAL MEDIA OFFICER SECTION AT PT MIRAEI NATURAL INDONESIA

Practitioners carry out the MBKM program for a period of 6 months at PT Mirael Natural Indonesia with a position as a social media officer in the creative division. This company is engaged in beauty care with natural waxing specialists who have been established for 9 years. During the activity, practitioners gained valuable experience in building relationships with influencers, running sampling campaigns, conducting waxing academy events and managing affiliates. Practitioners are directly involved in CPM (Cost per Mile) budget planning for influencer collaboration through adjusting content value with rate cards and building corporate branding through social media. Based on these activities, the practitioner was able to hone the communication, persuasion, and negotiation skills that are needed by a social media officer, especially maintaining good relations with stakeholders, namely brands, influencers, and consumers.

Keywords: Social Media Officer, Brand Collaboration, Affiliation, Influencer Relationships, Campaign Sampling, Corporate Branding