

ABSTRACT

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SUPPORT FROM KOL (KEY OPINION LEADER) SPECIALIST AT HAGIA CLEANERS JABODETABEK PT. HAGIA GLOBAL SERVICE

Practitioners carried out four months of professional work at PT Hagia Global Servis and was placed in the field of KOL (Key Opinion Leader) support. When doing professional work, practitioners get the opportunity and experience to participate and be directly involved in the marketing process at PT Hagia Global Servis. During professional work at the Hagia Cleaners office, the practice is given responsibilities and work activities such as supporting KOL (Key Opinion Leader), namely identifying and selecting the most relevant and effective influencers, who are considered to have an audience that is in accordance with Hagia's target market. After successfully identifying potential collaborators, the practitioner is responsible for establishing communication and offering mutually beneficial cooperation. The implementation of professional work runs smoothly even though there are several obstacles experienced or some obstacles that hinder practice in carrying out the assigned tasks. After carrying out professional work, practitioners have insight into the field of knowledge, knowledge in the field of work and can implement the theories that have been learned into the work practice and practice have competencies that have developed from before.

Keywords: KOL, Marketing, Service.