

ABSTRACT

Azra Nabila (2022021053)

PROFESSIONAL WORK ACTIVITIES IN DIGITAL CONTENT MANAGEMENT, COPYWRITING, AND COLL AT PT. MITRA BELANJA GEMILANG

This professional work report is prepared as an academic responsibility for the internship program carried out at PT Mitra Belanja Gemilang, specifically within its business unit, Lumecolors—a local cosmetic brand focused on digital marketing strategies. The program aims to provide hands-on experience in applying academic theories to real-world practices while enhancing both technical and non-technical competencies in content marketing, copywriting, and managing collaborations with Key Opinion Leaders (KOLs).

During the internship, the participant was actively involved in content scriptwriting, promotional caption creation, content production and editing, as well as KOL communication and performance evaluation. These activities offered valuable insights into the application of social media marketing strategies within the beauty industry. Challenges included aligning writing style with brand identity, limited production time, and difficulties in communicating with KOLs. These were addressed through adaptation, consultation with supervisors, and proactive problem-solving.

Through this internship, the participant gained contextual understanding of the creative industry and successfully integrated theory into practice as preparation for a future professional career.

Keywords: Internship, Content Marketing, Copywriting, KOL, Digital Marketing, Lumecolors.