

## ABSTRACT

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### **IMPLEMENTATION OF MARKETING MANAGEMENT ACTIVITIES FOR THE GINELA BRAND AT PT DIGI HERBA NUSANTARA**

*This report discusses the implementation of digital marketing management activities carried out for the Ginela brand, a traditional herbal menstrual care product by PT Digi Herba Nusantara. In today's competitive digital era, companies are required to adopt adaptive marketing strategies, one of which is through Social Media Optimization (SMO). The intern, placed in the Brand Division, was actively involved in designing social media content strategies, developing content calendars, creating captions and visuals, and evaluating content performance using tools such as Meta Business Suite and TikTok Analytics.*

*The internship activities also included executing digital campaigns, collaborating with influencers, managing educational live streams, and creating gamification concepts to strengthen audience interaction. The intern also analyzed audience behavior to align the brand's communication style with the preferences of Gen Z and millennial users. The implementation of these activities resulted in a significant increase in audience engagement and growth of Ginela's brand awareness on social media platforms.*

*Through this experience, the intern gained practical knowledge in applying digital marketing concepts, strategically managing a brand, and enhancing both technical and soft skills in a professional work environment.*

**Keywords:** *Brand Awareness, Digital Engagement, Digital Marketing Strategy, Social Media Optimization (SMO), Social Media Management, PT Digi Herba Nusantara*