

ABSTRACT

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PROFESSIONAL INTERNSHIP ACTIVITIES AS A KEY OPINION LEADER SPECIALIST AT PT DIGI HERBA NUSANTARA

The Professional Internship (KP) is part of the Merdeka Belajar Kampus Merdeka (MBKM) program, which aims to provide students with real-world work experience as preparation before entering the professional field. The intern carried out the internship at PT Digi Herba Nusantara, a company engaged in health and herbal products with a strong focus on digital marketing strategies. During the internship period from January to July 2025, the intern served as a Key Opinion Leader (KOL) Specialist within the Brand Strategic team.

Throughout the internship, the intern was actively involved in various digital marketing activities, including identifying and mapping potential KOLs, preparing campaign briefs and Statements of Work (SOW), conducting communication and negotiations with KOL partners, as well as evaluating campaign performance. The intern also received direct guidance from the internal team to understand cross-divisional workflows involving design, legal, and marketplace operations. This experience enabled the intern not only to apply management and marketing communication theories learned in class but also to develop professional skills such as digital trend analysis, interpersonal communication, time management, and project coordination.

Keywords: Professional Internship, KOL Specialist, Digital Marketing, Communication Management, PT Digi Herba Nusantara