

ABSTRACT

Ina Nurfika Putri (2018041092)

KEGIATAN DIVISI BUSINESS COMMUNITY PADA AGENCY PT. KREATIF MEDIA UNITED (CMU)

In carrying out professional work activities at PT. Creative Media United which is supervised and supervised directly by the head of Influencers Strategy. Practitioners have the opportunity to work in the Influencers Strategy section of the KOL division which is tasked with doing research, listing KOL, contacting KOL, negotiating with KOL. Professional work, the practitioner implements the knowledge gained in collage, one of which is form public relations tasks, namely establishing communication with external parties and negotiating with exkternalparties, namely KOL. In addition to getting the main job, the practitioner is also tasked with making content planning for Instagram @creativemediaunited and also making visual design of Instagram content for both feeds and story.

Keywords: *Influencers strategy, KOL, public relations.*

