

ABSTRACT

Destia Fitri Ardiana (2019041021)

INFLUENCER MANAGEMENT FOR THE MARKETING NEEDS OF A BRAND ON GRID VOICE

Within 3 (three) months, the practitioner carried out professional work activities at PT Digital Initiative (Grid Voice), which is an influencer marketing agency company to build positive opinions so that brands can benefit from relevant influencer content. Practitioners are members of the Community Grid Voice division which specifically manages Influencers to meet the needs of a company's marketing strategy. Learning related to influencer management is not studied specifically in lectures, but this is still related to several courses that have been studied. Likewise, Online Public Relations courses that study campaign planning and persuasion communication discuss the Elaboration Likelihood Model (ELM) theory that there are other factors that influence message acceptance by consumers, one of which is influencers as persuaders. In this professional work report, the practitioner also describes in detail the stages of implementing influencer management in the Harpic #GrebekToilet campaign, the Aveeno campaign, the GenbestID campaign, the Durex campaign, and the Wardah campaign.

Keywords: *digital marketing communications, influencer management, persuaders*