

## ABSTRACT

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### **EMINA COSMETICS KOL MANAGEMENT ACTIVITIES AT PT PARAGON TECHNOLOGY AND INNOVATION.**

*As Intern student underwent three months of field work as a Public Relations Intern at the Emina Cosmetics brand at PT. Paragon Technology and Innovation. Where is PT. Paragon Technology and Innovation has an ecosystem that prioritizes innovation where this is implemented in cosmetic brands that are produced, both from product development, packaging, and strategies to increase brand activity. During the field work practice, the main work carried out is the management of Key Opinion Leaders to meet the needs of Emina Cosmetics brand activities in enlivening Emina Cosmetics social media and marketing Communication activities, the needs of this Key Opinion Leader include the task of making lists to promote products and delivering messages related to campaign, generally done on their social media or event promotion. Events that I have worked on are Emina Sun Battle Fun Size, Emina X DAN DAN, Emina Art Mode, Jakarta X Beauty. All events, digital campaigns or promotions of Emina Cosmetics use the Key Opinion Leader. This allows the practitioner to learn related to the work ecosystem and also the implementation of the courses and theories studied such as public relations strategies and tactics and mass communication theory.*

**Keywords:** Kosmetik, Komunikasi Massa, Brand Awareness, Brand Activation, Public Relations, Event