

## **ABSTRACT**

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### **KEY OPINION LEADER (KOL) MANAGEMENT FOR MARKETING ACTIVITIES BRAND CLIENTS AT TXT CREATIVE**

*Intern has done a professional work/internship for 3 (three) months in TxT Creative as a Key Opinion Leader (KOL) intern at that division. Intern works under supervision and guidance of a KOL Manager. Intern has the opportunity to be involved in the activities of the Key Opinion Leader (KOL) division. The activities carried out by intern are managing influencers/Key Opinion Leaders (KOL), negotiations, KOL research, KOL listings, calculating KOL engagement estimates, contacting KOL, making creative briefs for KOL, monitoring KOL, reporting, taking care of all administration, making reference video materials for KOL, and evaluation. KOL is managed for brands from TxT Creative clients, namely Charm, Le Minerale, Starbucks, Sari Roti, Sari Kue, and Fiesta. Using KOL services is needed as a strategy to spread awareness in a campaign/project activity. After passing through the professional work activities, Intern learns and gains experience on how to manage the KOL process as a surefire way to increase awareness of a brand and its activities through their services. Of course also by preparing the best possible strategies.*

**Keywords:** TxT Creative, influencer, Key Opinion Leader (KOL), engagement, campaign, awareness, strategies