

## **ABSTRACT**

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### **ACTIVITIES OF THE BRAND AMBASSADOR IN INTRODUCING AND EDUCATION OF ALTERNATIVE TOBACCO PRODUCTS**

*Professional work practices are carried out at PT Duta Media Indonesia. While carrying out professional work, he becomes a Brand Ambassador with the task of selling products, introducing and educating many people, namely adult smokers, to switch to alternative tobacco products that are smoke-free, ash-free, and do not produce a lingering odor. In carrying out professional work, Practitioners have quite an important role in the process of educating adult smokers to switch to alternative tobacco products that are better than continuing to smoke. Some of them help explain about the product, explain the difference with conventional cigarettes, the advantages of the product, and also how to use the device. In addition, Practitioners also have the task of registering consumers if they are new users on the same day so that consumers are officially registered on the official website.*

**Keywords: Brand Ambassador**