

ABSTRACT

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A KEY OPINION LEADER SPECIALIST ACTIVITY AT THE URBAN FELLAS AGENCY PT. DINASTI KREATOR CANTIK INDONESIA

The Intern carried out practical work activities at the Urban Fellas agency under the auspices of PT Dynasty Kreator Cantik Indonesia, KOL specialist division. The intern is guided by several staff from the agency to manage, record and provide information to clients. Good interpersonal communication is needed in completing some practical work such as making a deal with a brand or when presenting campaign ideas or content to be implemented. Practice also being involved in planning strategies and tactics in implementing product promotion campaigns from brands that collaborate. The intern also identified KOL across various digital platforms to build a strong brand experience. Interns coordinate with KOL regarding requirements, timelines, and work results. As a KOL specialist, practicing is also responsible for social media management so that engagement rates from KOLs and influencers can be well monitored. Apart from that, practice also has the opportunity to become a content creator and also a talent on social media Instagram and Tik Tok Urban Fellas in the form of reels and feeds. With a high sense of responsibility for the work that has been given and also the aim to implement the knowledge that has been learned as well as possible encourages interns to always achieve maximum results and in accordance with the targets given by Urban Fellas.

Keywords: KOL Specialist, Influencer, Brand.