

ABSTRACT

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KOL MANAGEMENT ACTIVITIES AT PT. REALFOOD WINTA ASIA

Practitioners carry out professional work activities for 3 (three) months at PT. Realfood Winta Asia works in the field of Marketing Communication as a Key Opinion Leader (KOL) Management Intern in the KOL division. Practitioners carry out work under the guidance and supervision of the KOL Officer. Various activities carried out by the practicum are researching KOL, approaching KOL, listing, negotiating, inputting data, making briefings, explaining briefings, monitoring and maintaining KOL, being responsible for Instagram social media campaigns for Elora products. and Nutropics. Practicing approaching KOL for a Twitter campaign which was carried out for the first time at the Realfood company. In running a campaign with a focus on awareness and purchasing action, a content strategy and message delivery that is effective, attractive and appropriate to the target market is needed. Lecture materials that are relevant to this job are Public Relations Tactics Strategy, Event Management, Public Relations Writing and Public Speaking. However, several differences were also found in the material taught during lectures and the practices carried out in the field, such as Social Media Management and Communication Marketing or Marketing.

Keywords: Realfood, Key Opinion Leader, Campaign, Instagram, content.