

ABSTRACT

The COVID 19 pandemic for more than two years, Indonesian people have had to carry out self-quarantine, which of course has made it difficult for people and required them to do their activities at home. During those two years, digital platforms grew rapidly so that KOL (key opinion leaders) began to proliferate and had an influence in building a brand's image. The author and the Emina brand team designed a gathering event for KOL as a place to maintain good relations between KOL and the Emina brand and as a means of building a new image for Emina. This event was designed using the 5W concept and integrated marketing communication planning stages. The theory that is used as a reference in the design of this work is a two step flow model of communication, Key Opinion Leader, Event PR, Brand Image, and rebranding. The data collection method uses primary data, namely interviews and observations, as well as secondary data, namely literacy of journal articles and supporting documents. The design of this work resulted in a work in the form of a KOL's Gathering event which was successfully held with various positive responses from KOL who were present as participants. Based on the results of interviews with KOL, they were very happy with the concept and activities of this event which made them play an active role during the event, this concept also builds a competitive and creative young soul which is very suitable for Emina's new image.

Keywords : Key Opinion Leader Public Relations, , PR event, Rebranding.