

Table of Contents

Lembar Pengesahan	i
Acknowledgment	ii
Abstract	iv
Table of Contents	v
List of Tables	vii
List of Figures	vii
Chapter 1	1
1.1 Background	1
1.2 Research Question	3
1.3 Research Objectives	4
1.4 Research Significance	4
1.5 Theoretical Framework	5
1.5.1 Social Media Influencer (SMI)	5
1.5.2 Nano-Micro KOLs as an SMI	7
1.5.3 Influencer as an Endorser	10
1.5.4 Strategic Communication Management of KOLs	13
1.6 Conceptual Framework	16
1.7 Research Methodologies	17
1.7.1 Research Approach	17
1.7.2 Object of the Study	18
1.7.3 Research Method	18
1.7.4 Data Collection	19
1.7.4.1 Primary Data	19
1.7.4.2 Secondary Data	21
1.7.5 Data Analysis	21
1.7.5.1 Explanation Building	21
1.7.5.2 Logic Models	22
1.7.6 Data Validity Test	22
Chapter 2	23
2.1 Strategic Communication Management	23
2.2 Key Opinion Leaders (KOLs) and Social Media Influencers (SMI)	27
2.3 Strategic Communication Management of KOLs	31
2.3.1 KOLs Management	31
2.3.2 Strategic Communication Management (SCM)	33
2.3.2.1 Planning	33
2.3.2.2 Organizing	34
2.3.2.3 Controlling	35
Chapter 3	38
Strategic Communication and SMI of PT FMS	38

3.1 Business Highlight	38
3.2 Strategic Communication of PT FMS	39
3.3 PT FMS's Social Media Management	41
3.3.1 PT FMS's Social Media Influencer Management	46
3.3.2 PT FMS's KOLs "Evergreen" Campaign	47
Chapter 4	49
4.1 Findings	49
4.1.1 KOLs "Special Project" Campaign	49
4.1.2 PT FMS KOLs Endorsement	50
4.1.3 Strategic Communication Management of PT FMS's KOLs	51
4.1.3.1 "Helicopter" Campaign	52
4.1.3.2 "Campervan" Campaign	66
4.1.3.3 Comparison Between KOLs "Helicopter" and "Campervan" Campaign	76
4.2 Findings Summary	79
4.3 Discussions	81
4.3.1 Discussion of the Strategic Communication Management of PT FMS's Nano-Micro KOLs	81
4.3.1.1 Planning	82
4.3.1.2 Organizing	85
4.3.1.3 Controlling	86
4.3.2 Discussion of the Advantages and Disadvantages of the Strategic Communication Management by PT FMS	87
4.4 Discussions Summary	90
Chapter 5	93
5.1 Conclusion	93
5.2 Suggestions	94
5.2.1 Suggestions for the Next Research	94
5.2.2 Suggestion for PT FMS	94
References	95
Appendix	104