

**THE IMPORTANCE OF MARKETING SUPPORT IN  
CUSTOMER BONDING STRATEGY AT PT PURA  
BARUTAMA PAPER MILL 10 UNIT**



**ENGLISH STUDY PROGRAM  
FACULTY OF LANGUAGE AND ARTS  
SOEGIJAPRANATA CATHOLIC UNIVERSITY  
SEMARANG  
2021**

**THE IMPORTANCE OF MARKETING SUPPORT IN  
CUSTOMER BONDING STRATEGY AT PT PURA  
BARUTAMA PAPER MILL 10 UNIT**

**A Final Report Presented as a Partial Fulfillment for the Requirements for the  
Degree of *Sarjana Sastra* in the English Study Program**



**ENGLISH STUDY PROGRAM  
FACULTY OF LANGUAGE AND ARTS  
SOEGIJAPRANATA CATHOLIC UNIVERSITY  
SEMARANG**

**2021**

**A THESIS APPROVAL**

**The Importance of Marketing Support in Customer Bonding Strategy at PT. Pura**

**Barutama Paper Mill 10 Unit**



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**22 July 2021**

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**22 July 2021**

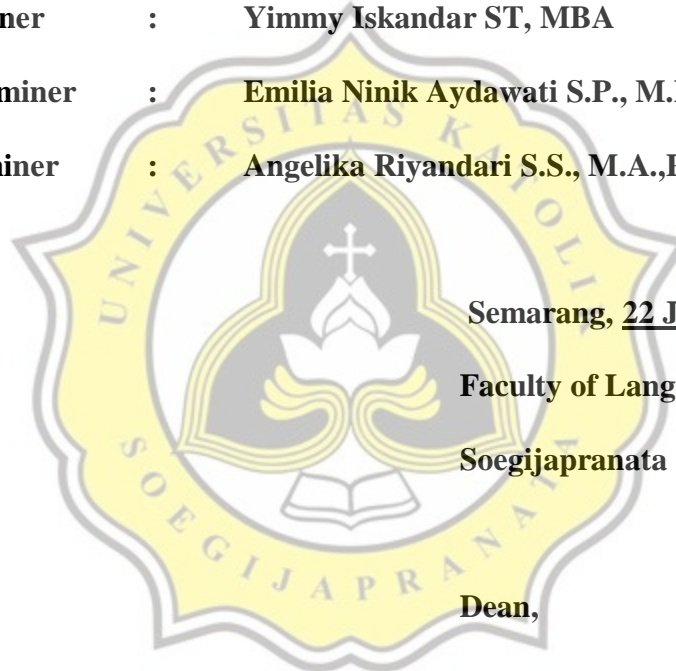
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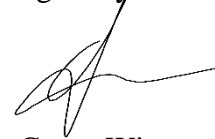
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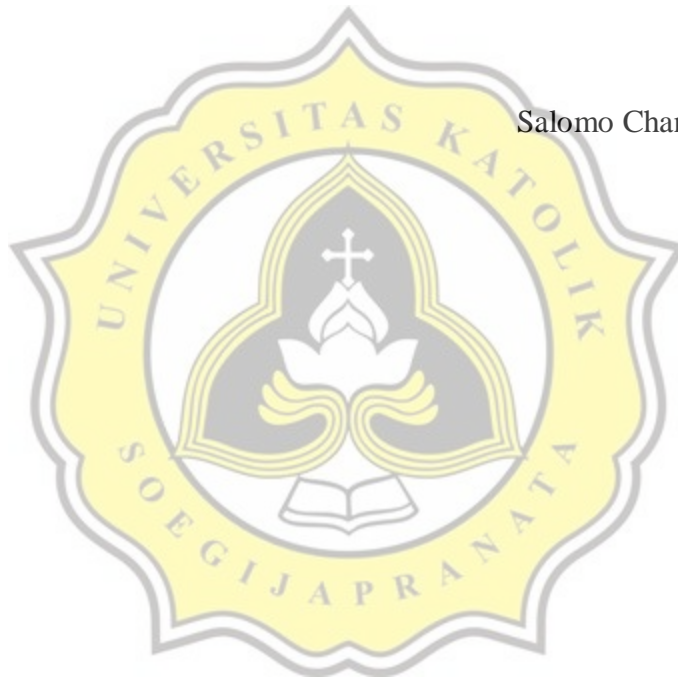


7. My college friends have provided motivation and support during my internship program.

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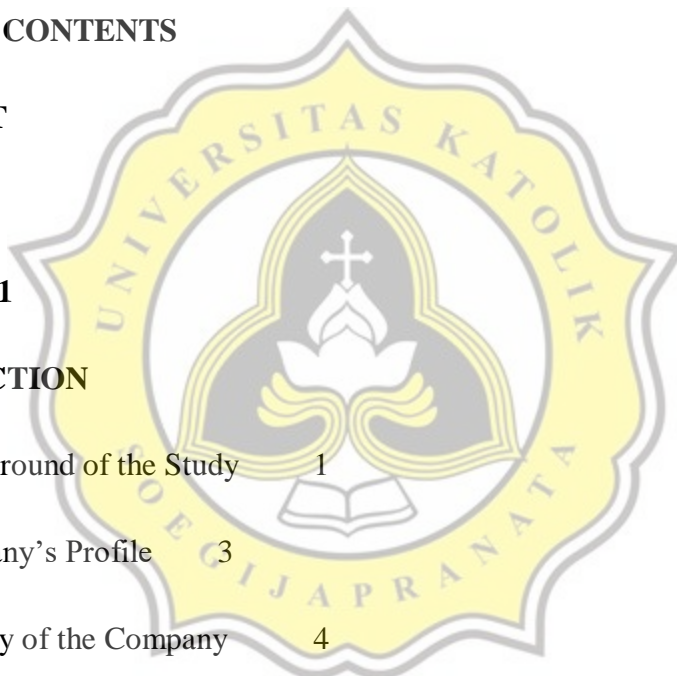
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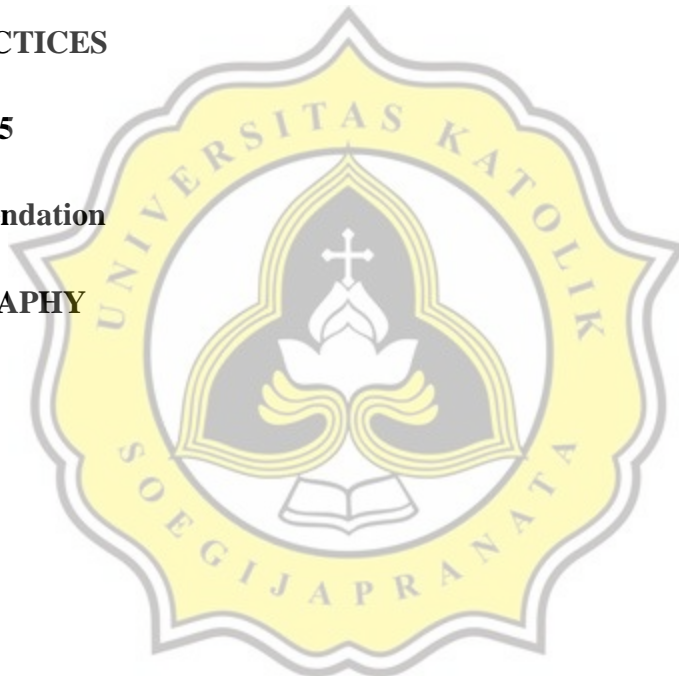


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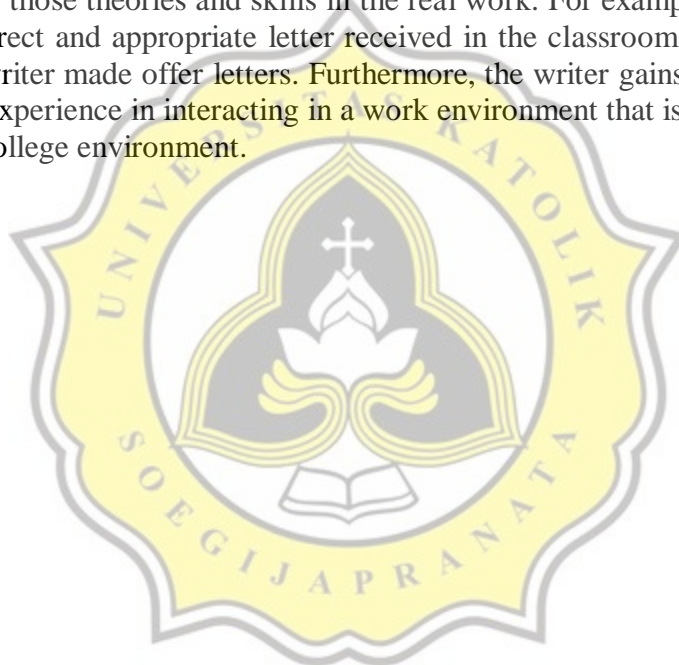


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## ABSTRACT

The competition in the world of work is getting fiercer in recent years. The internship program prepares students to face the competition at work. The writer had the opportunity to take part in an internship program offered by PT. Pura Barutama for six months from 1 February 1 to 31 July 2021. The unit that the writer joined in was PT Pura Barutama Paper Mill 10 Units, which deals with security paper and cigarette paper. The writer was positioned in the marketing division with the tasks and responsibilities of customer service (marketing support). During the internship, the writer who has received marketing theories and English skills in the classroom has the opportunity to apply those theories and skills in the real work. For example, the skill to write a correct and appropriate letter received in the classroom were applied when the writer made offer letters. Furthermore, the writer gains a lot of knowledge and experience in interacting in a work environment that is very different from the college environment.



## ABSTRAK

Persaingan di dunia kerja semakin ketat dalam beberapa tahun terakhir. Program magang mempersiapkan mahasiswa untuk menghadapi persaingan di dunia kerja. Penulis berkesempatan mengikuti program magang yang ditawarkan oleh PT. Pura Barutama selama enam bulan dari tanggal 1 Februari sampai dengan 31 Juli 2021. Unit yang penulis ikuti adalah PT Pura Barutama Unit Paper Mill 10 yang bergerak di bidang *security paper* dan *cigarette paper*. Penulis ditempatkan di bagian pemasaran dengan tugas dan tanggung jawab menjadi customer service (marketing support). Selama magang, penulis yang telah menerima teori-teori pemasaran dan keterampilan bahasa Inggris di kelas memiliki kesempatan untuk menerapkan teori dan keterampilan tersebut dalam pekerjaan secara langsung. Misalnya, keterampilan menulis surat dengan baik dan benar yang diterima di kelas diterapkan oleh penulis saat membuat surat penawaran. Selanjutnya penulis mendapatkan banyak ilmu dan pengalaman dalam berinteraksi di lingkungan kerja yang sangat berbeda dengan lingkungan kampus.

