

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Over the years, work lives are getting more competitive. One of the ways universities prepare their students to face the work competition is by conducting internship programs. Basically, an internship program is an activity that requires students to experience work directly and carry out the dynamics. During the internship, students are expected to further develop their hard skills and soft skills. In terms of hard skill development, this internship activity aims to enable the students to apply the knowledge they have gained during their learning process at the university (Parveen & Mirza, 2012). Meanwhile, on the soft skills development, the students can learn how to communicate with the employer and other workers and to work in a teamwork with other workers.

During the internship program, students are expected to learn to face competition in their work lives. Students can also learn the work that will be undertaken after graduating from the college. The students can have real practical experience according to their competencies (Parveen & Mirza, 2012). In addition, this internship program can also be an opportunity for companies to get good fresh graduates and candidates according to what the company wants.

Internship is the beginning of a journey of experience. In the internship process, students are directly guided by supervisors from the company, and from there, students learn about the task they are going to do from a new perspective in an atmosphere that has never been felt. Students also learn directly from experts with different backgrounds. From there, they learn many experiences ranging from expertise to group work.

Practicing or presenting work, certainly requires confidence. In internship activities, students are trained to be able to show confidence (Jackel, 2011). Confidence helps students to develop and become professionals. In the internship, students are required to work in groups and be able to communicate with co-workers. The communication is to provide information and clarity of the work done or given. By building relationships with the other workers or companies, students can enlarge recommendations or open new work paths in the future.

Englishpreneurship concentration at Soegijapranata Catholic University Semarang is a concentration that has *internship* as its compulsory subject. The students need to take part in a company that fits the subjects learned. The writer is interested in registering for an internship program at PT. Pura Barutama because the writer wants to do work experience in a large company. Fortunately, the writer had the opportunity to take part in an internship program at PT Pura Barutama Paper Mill unit 10, located on Jl. AKBP Agil Kusumadya, Jatimakmur, Jati Wetan, Kec. Jati, Kudus, Central Java from February 1 to July 31, 2021. During the internship, the writer was placed in the Marketing Support division (customer service).

1.2 Company's Profile

PT Pura Barutama is a subsidiary of PT Pura Group which was founded in 1908. Starting as a paper printing company, PT Pura Group, based in Kudus City, Central Java, has produced many products that have been used in many parts of the world. Pura started as a small letterpress printer that was established in 1908. Then in 1970, under the leadership of the third generation - Jacobus Busono, the company snowballed to become the modern industry of Pura Group we know today.

Pura's philosophy is to produce innovative high-tech products as a substitute for imports in the domestic market and export products for the international market. After more than four decades, Pura has transformed into an industrial group with 30 integrated production divisions occupying more than 100 hectares with a workforce of 13,000, exporting its products to more than 90 countries. Pura is a national private company that has the most patents in Indonesia. Pura has registered more than 190 patents which will continue to grow in the future.

The vision of PT. Pura Group is to meet the demand and needs for packaging and printing products in the domestic and overseas markets by offering innovative, quality solutions based on advanced technology and local raw materials. While the mission of PT. Pura Group is to become a significant global printing and packaging industry player, leveraging product innovation, synergies, and comprehensive solutions.

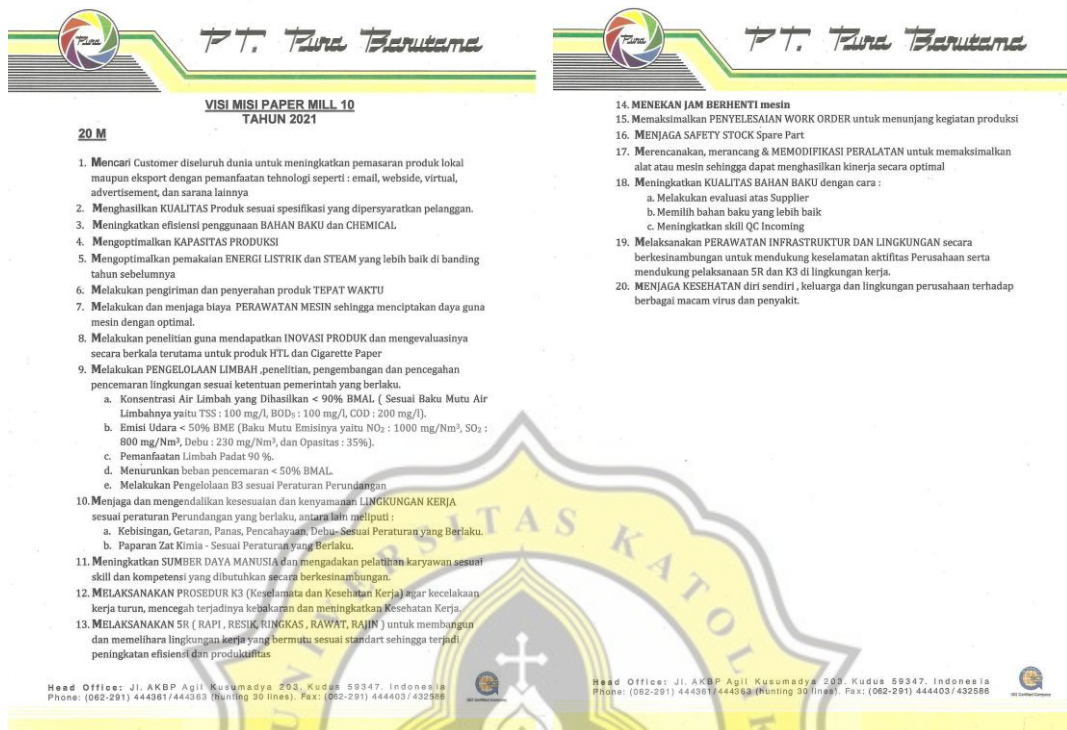


Figure 1.1. Vision and Mission of PT. Pura Barutama Paper Mill Unit 10 (Source: Pura Barutama Paper Mill 10 Unit)

1.3 History of the Company

PT Pura Barutama is a subsidiary of PT Pura Group which is engaged in printing. PT Pura Barutama began as a printing company, PT Pusaka Raya, which was founded in 1908. PT Pusaka Raya is a small letterpress printing business run by eight employees. However, PT Pusaka Raya continued to grow until it became one of the respected names in the printing industry. In 1963, PT Pura Barutama expanded its printing service outside the city of Kudus by bringing in printing machines from

Germany to increase the quality and customer confidence in PT Pusaka Raya's production.

PT Pura Barutama expanded its business by establishing respective representative offices in Jakarta to serve customers in West Java and its surroundings in 1969 and in Surabaya in 1972. From 1970 to 1974, PT Pura Barutama expanded its line of companies that focused on printing various paper types by creating several divisions: the Pura Offset unit, the Pura Corrugated Box unit, and the Pura Rotogravure unit, and the Pura Paper Mill unit with three production machines. From 1980 to 1989, PT Pura Barutama added two paper machines to the Paper Mill Group as well as expanded the company's competence by establishing the Pura Engineering unit, the Pura Coating unit, the Pura Indostamping unit, and was awarded the title of the 6th hologram maker in the world.

From 1990 to 2000, PT Pura Barutama built the Pura Dekorindo unit, the Pura Microcapsule unit, the Total Security System Division and added two more paper machines to the Paper Mill Group. The innovation of PT Pura Barutama did not stop at that period. This is evidenced by the ambition of PT Pura Barutama, which continues to expand its scope by prioritizing technological advances, security, and meeting the needs of all aspects. From 2000 to 2015, PT Pura Barutama established the Pura Power Plant unit, the Pura Smart Technology unit, the Pura Construction unit, the Pura Controlled Atmosphere Storage unit, added two paper machines back to the Paper Mill Group, and produced Homogenized Tobacco Leaf (HTL) (Pura, 2020).

As a national private company, Pura Group has the most patents in Indonesia, with more than 190 patents registered. In facing the times and fulfilling consumer needs, Pura Group is committed to creating value by innovating. Pura Group is a pioneer producer of various products in Indonesia, Southeast Asia, and even the world. In Indonesia, Pura Group is the first manufacturer to produce Smart Cards, produce fluorescent paint for airports and road markings, produce Tube Pack and Lid Tube PET for liquid medicine packaging, and produce solar water purifiers.

In Southeast Asia, Pura Group is the first producer in producing security paper and banknote, production of integrated anti-counterfeiting systems, production of holograms, production of Hot Stamping Foil, production of Solar Window Film, production of Reconstituted Tobacco Leaf (RTL), production of Colored Cigarette Paper, production of Gummed Paper / Stamp Paper, Black Insert Paper production, Cigarette Tipping Paper Laser Perforation machine production, Melamine Decorative Paper production, and Microcapsule production. Pura Group is also recognized worldwide as the first producer of carbonless copy paper, the first Homogenized Tobacco Leaf (HTL) production outside the United States, Scratch Holograms production, producing holograms on aluminum sheets (Blister Pack). Last, it produces the most comprehensive preservation system for red chilies using Controlled Atmosphere Storage (CAS)(Pura, 2020).

1.4 Management Structure

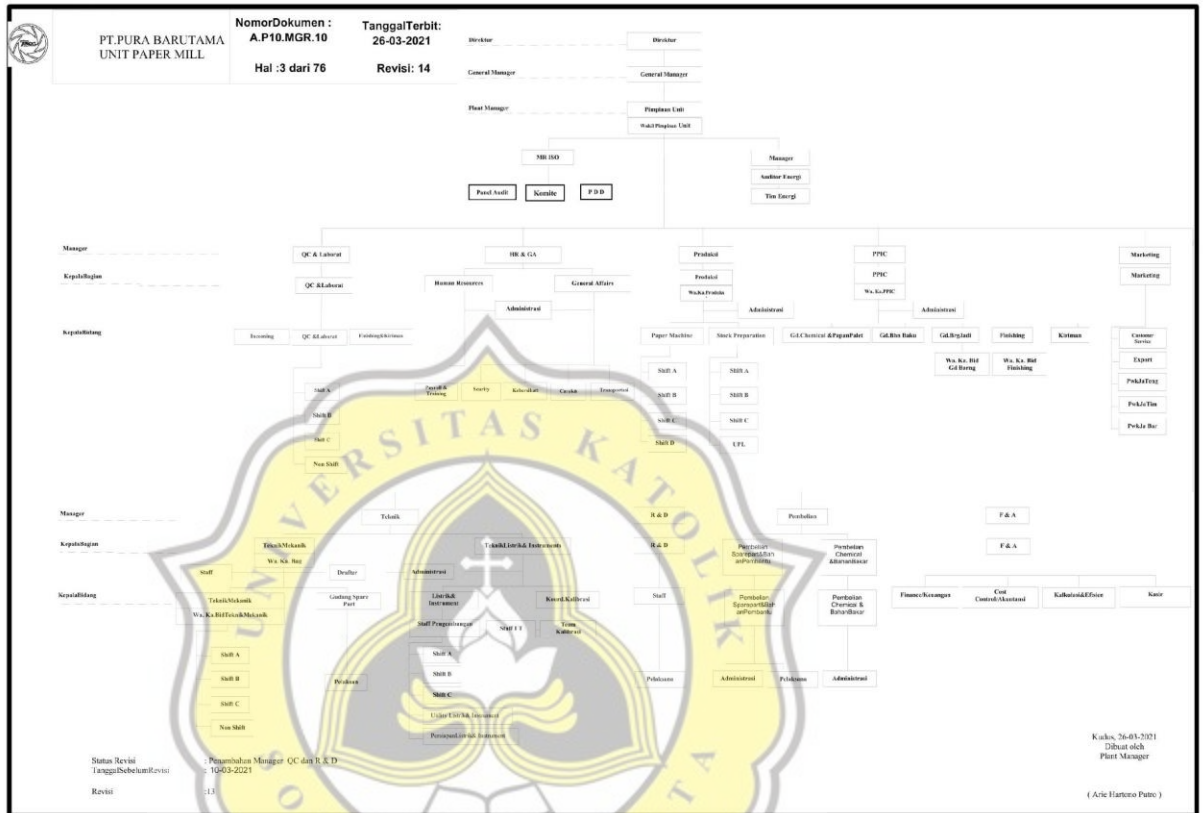


Figure 1.2. Organizational Structure of PT Pura Barutama Paper Mill 10 Unit – (0/6)

(Source: Pura Barutama Paper Mill 10 Unit)

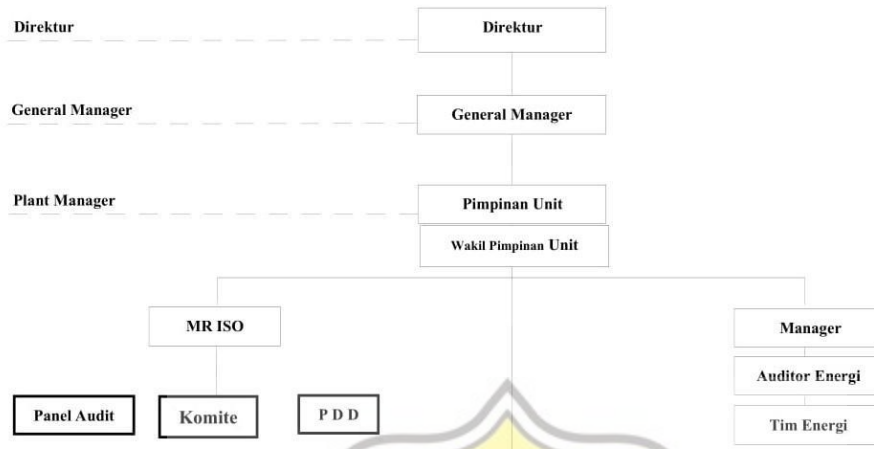


Figure 1.3. Organizational Structure of PT Pura Barutama Paper Mill 10 Unit – (1/5)

(Source: Pura Barutama Paper Mill 10 Unit)

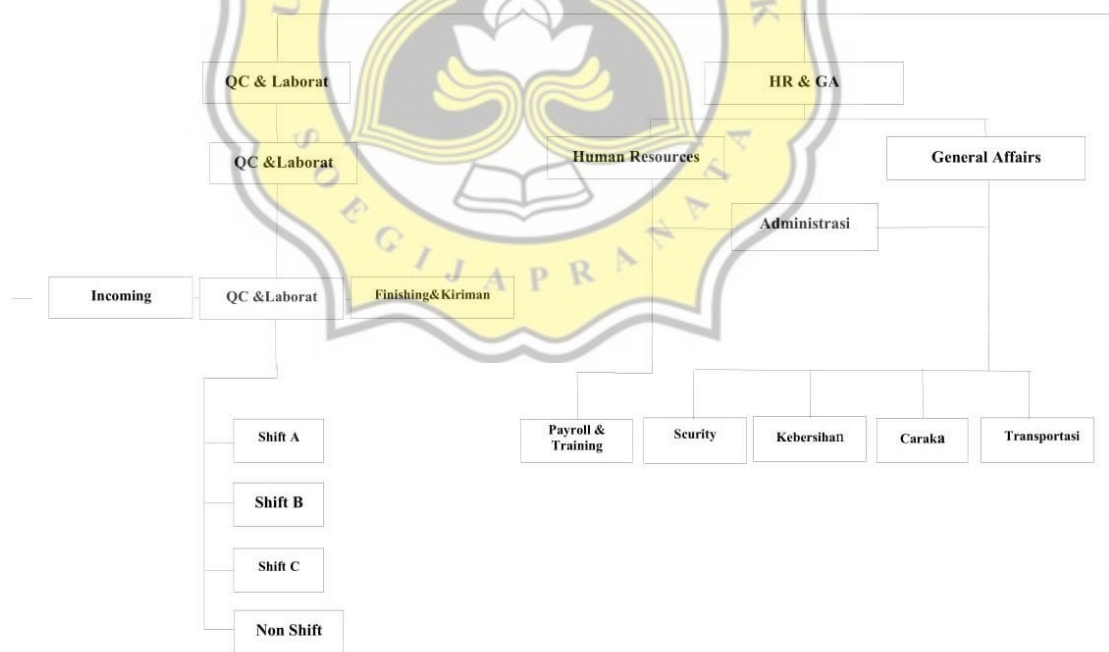


Figure 1.4. Organizational Structure of PT Pura Barutama Paper Mill 10 Unit – (2/5)

(Source: Pura Barutama Paper Mill 10 Unit)



Figure 1.5. Organizational Structure of PT Pura Barutama Paper Mill 10 Unit – (3/5)

(Source: Pura Barutama Paper Mill 10 Unit)

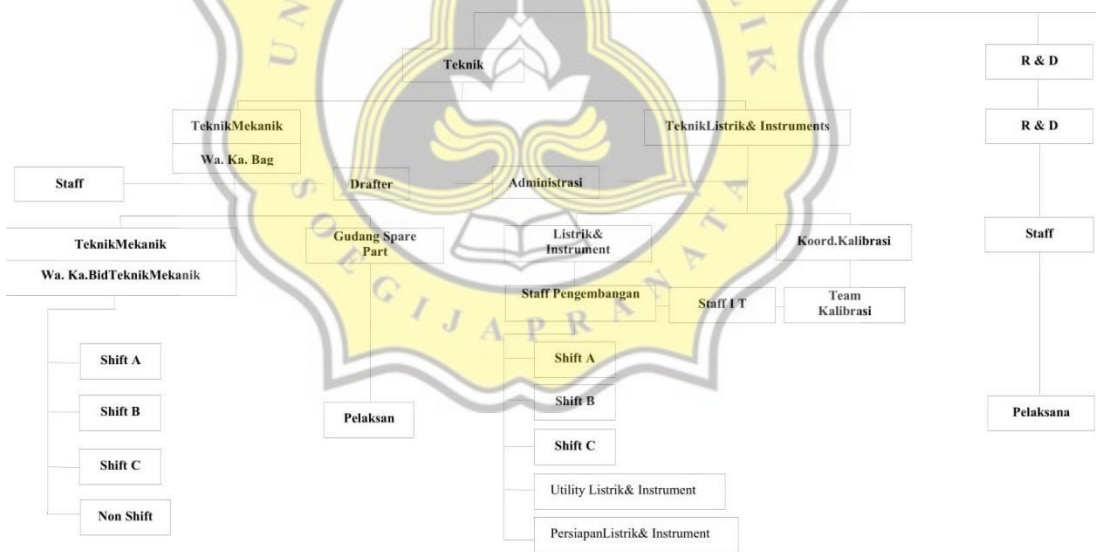


Figure 1.6. Organizational Structure of PT Pura Barutama Paper Mill 10 Unit – (4/5)

(Source: Pura Barutama Paper Mill 10 Unit)

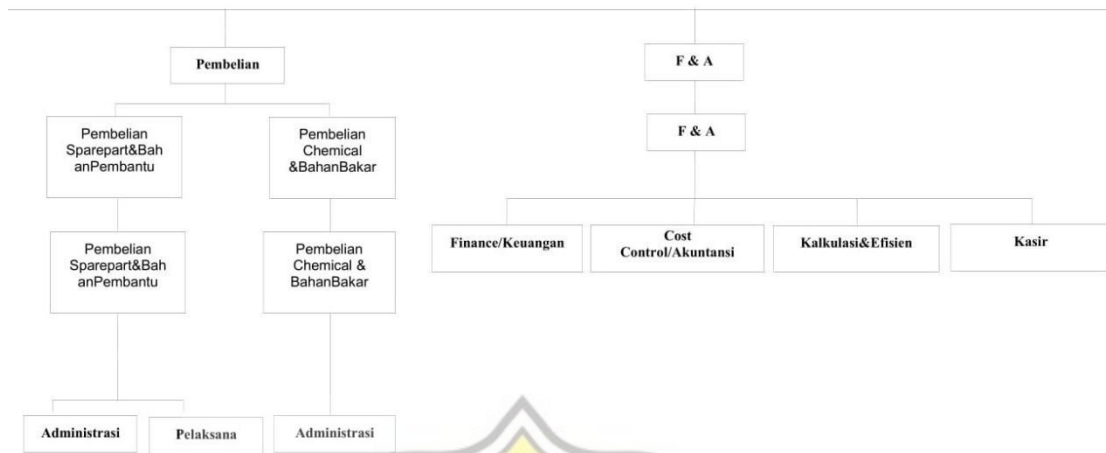


Figure 1.7. Organizational Structure of PT Pura Barutama Paper Mill 10 Unit – (5/5)

(Source: Pura Barutama Paper Mill 10 Unit)

The Job Descriptions in Pura Barutama Paper Mill 10 Unit are as follows:

1. QC and Lab

There are several tasks of Quality Control:

- Monitoring the development of all products produced by the company.
- Responsible for obtaining quality in the company's products and services.
- Verifying product quality with the help of parameters such as weight, texture, and other physical properties of the company.
- Monitoring every process involved in product production.
- Ensuring the quality of purchased goods as well as finished goods.
- Recommending the reprocessing of low-quality products.

- Responsible for documentation of inspections and tests performed on the products of a company.
- Ensuring that the company's products meet ISO quality standards.
- Maintaining a checklist of inspection processes and protocols used in a company.
- Responsible for identifying problems and issues regarding product quality and also making recommendations to higher writerities.

2. HR & GA (Human Resources & General Affairs)

The HR Division is a division that carries out the process of recruiting employees within the company. Members of the HR division must understand the characteristics of existing workers and job applicants because they are related to the position to be filled in the company. Therefore, the HR team must find suitable potential employee candidates to be placed in positions needed by the company.

A general affair (GA) needs to know what items are needed and need to be purchased by the company so that the company's operational activities can run smoothly. These items consist of office stationery, computer equipment, or other necessary items. In essence, the GA team must prepare all kinds of goods and facilities that support employees' work.

In charge of managing the procurement of goods needed by the company, a General Affair (GA) is also responsible for maintaining the previously purchased equipment. Maintenance of the company's goods needs to be done regularly given that

many office employees use these items in need. It is also related to the level of effectiveness and efficiency of the budget expenditure of a General Affair (GA).

The difference between HR and GA lies in their responsibilities. Both have different tasks and functions. The task of an HR staff is more related to the existing HR in the company. Meanwhile, a GA (General Affairs) staff has more duties related to budgeting, procurement, ordering, and maintenance of goods needed for the operational activities of a company.

3. PPIC (Production Planning Inventory Control)

- Providing orders from the marketing department and preparing production plans by marketing orders.
- Fulfilling the requests for product samples from the company's marketing department and monitor making product samples into the hands of subscribed consumers.
- Preparing a material procurement plan based on forecasts from marketing through monitoring the condition of the stock of goods to be produced.
- Monitoring the inventory in the production process, storing goods in the warehouse, and those imported to the company so that the production process requires basic materials can run smoothly and in balance.
- Making a schedule for the production process according to the right time, routing, and amount of production so that the delivery time of products to consumers can be carried out optimally and quickly.

- Maintaining a balance in the use of company machines so that no production machines are overloaded or rarely used by production companies.
- Communicating with the marketing department to ensure the resolution of production problems.

4. Marketing

The marketing staff has the following duties and responsibilities, that is: to implement management policies in services and sales of company products. They are:

- Entering into contracts with potential customers.
- Conducting product offerings, both for existing quality and new types of quality.
- Selling company products and maintaining working relationships with customers
- Responding to customer complaints regarding the products or services provided.
- Providing information to customers on the company's standard procedures for product ordering conditions
- Examining incoming or outgoing sales documentation and responding to business correspondence.
- Conducting inspections of data and reports relating to PO receipts of goods by the sales contract.

- Coordinating with the production department and the delivery department to receive the quantity and production results following the PO.
- Evaluating payment status and respond to late payments.

5. Research & Development (R&D)

The Research & Development (R&D) department in a company is responsible for all research and development activities in the company. The R&D department is also responsible for ensuring the company's quality of performance following the company's standards. It is usually responsible for managing a certain amount of funds that the company has budgeted for research and development. R&D conducts tests, often makes its test equipment, and develops new technologies to improve the quality of products produced by the company.

6. Finance & Accounting

Finance tasks:

- Carrying out company financial management.
- Inputting all financial transactions.
- Carrying out company financial transactions.
- Making payments to suppliers.
- Doing billing to customers.
- Controlling the financial activities or financial transactions of the company.
- Making a report on the company's financial activities.
- Verifying the validity of the documents received.
- Carrying out budget evaluation.

- Preparing invoice billing documents or bill receipts and their completeness.
- Performing reconciliation.

Accounting tasks:

- Recording and journalizing company transactions.
- Carrying out company financial administration arrangements.
- Compiling and creating company financial reports.
- Compiling and making corporate tax reports.
- Preparing and making periodic company expense budgets (monthly or yearly).
- Preparing and making a company revenue budget periodically (monthly or annually).
- Paying employee salaries.
- Compiling and creating letters related to banking and company financial capabilities.

