

**CHALLENGES TO FIND BUYERS VIA ONLINE
SEARCH AT PT PURA BARUTAMA EXPORT UNIT**



By
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18.J2.0015

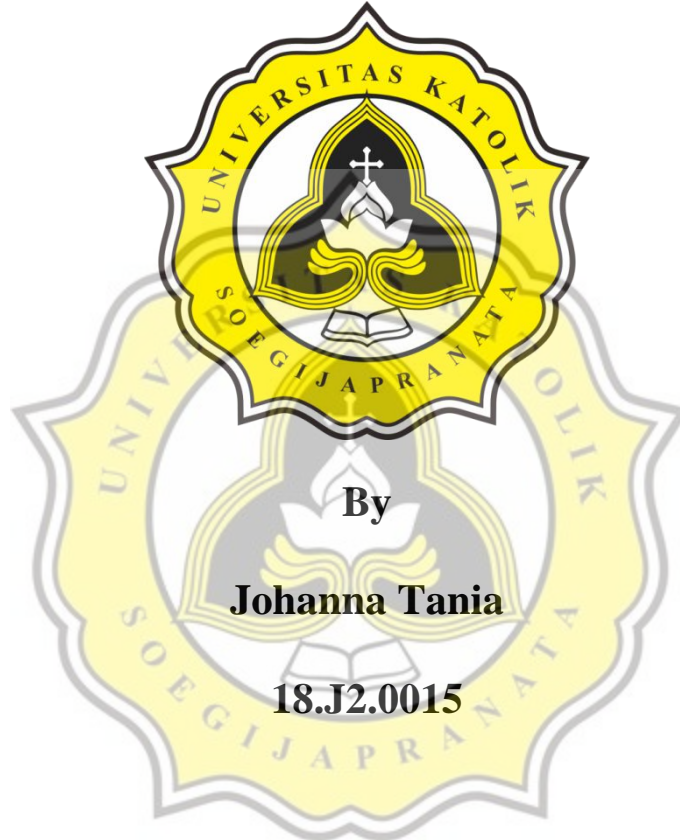
ENGLISH STUDY PROGRAM
FACULTY OF LANGUAGE AND ARTS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
SEMARANG
2021

Challenges to Find Buyers via Online Search at PT Pura

Barutama Export Unit

A Final Project Presented as a Partial Fulfillment for the Requirements for the

Degree of *Sarjana Sastra* in the English Study Program



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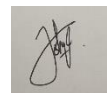
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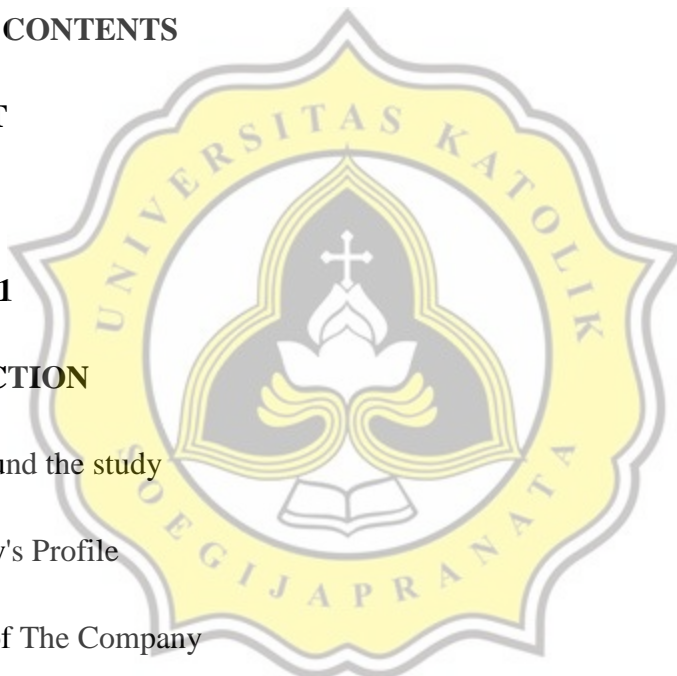


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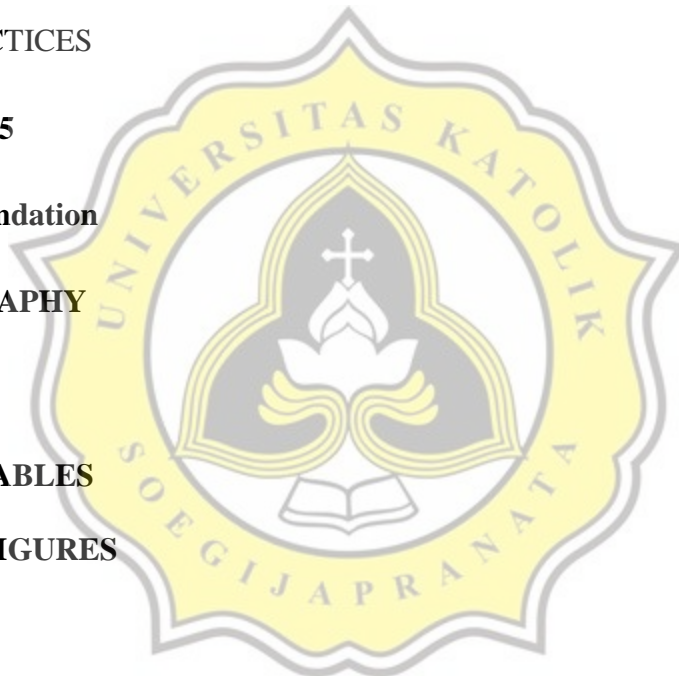


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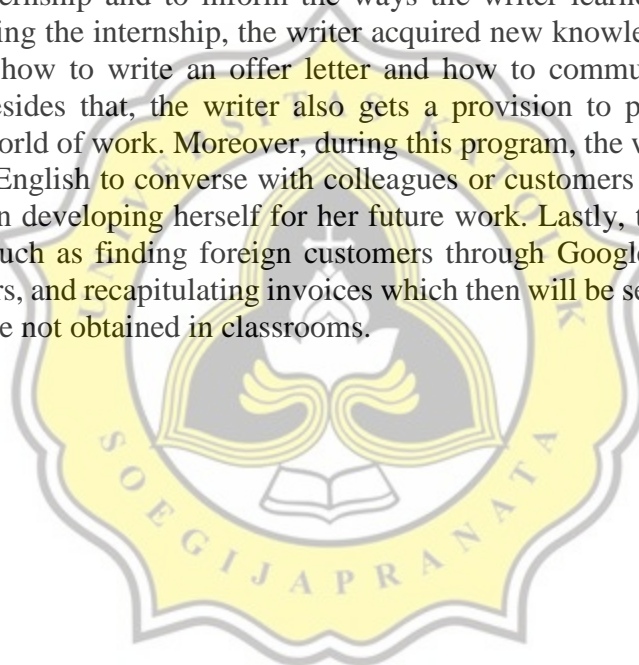


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ABSTRACT

Internship is an activity that supports students in learning about the real world of work. By participating in this practical work, students gain knowledge by learning directly through the work experiences. The writer had an opportunity to do her internship at PT Pura Barutama Export Unit for 6 months, starting from 1 February 2021 to 31 July 2021. During the internship program, the writer was placed in the Marketing Support Export Unit and has a role to help Export Sales complete their duties. While carrying out this internship program, the writer learned to know more about marketing in manufacturing companies. This final report aims to share the writer's experience in doing the internship and to inform the ways the writer learned to become a good marketer. During the internship, the writer acquired new knowledge. For example, the writer knows how to write an offer letter and how to communicate correctly with customers. Besides that, the writer also gets a provision to prepare herself before entering the world of work. Moreover, during this program, the writer can develop her ability to use English to converse with colleagues or customers as well as the quality of the writer in developing herself for her future work. Lastly, the writer has a lot of experiences, such as finding foreign customers through Google, attending meetings with the leaders, and recapitulating invoices which then will be sent to each unit. These experiences are not obtained in classrooms.



ABSTRAK

Magang merupakan kegiatan yang mendukung siswa dalam belajar mengenai dunia kerja yang sebenarnya. Dengan mengikuti kerja praktek ini, mahasiswa dapat memperoleh pengetahuan dengan belajar langsung melalui pengalaman kerja. Penulis berkesempatan untuk magang di PT Pura Barutama Unit Ekspor selama 6 bulan, terhitung dari tanggal 1 Februari 2021 sampai dengan 31 Juli 2021. Selama program magang penulis ditempatkan di Unit Pemasaran Ekspor dan berperan untuk membantu Sales Ekspor menyelesaikan tugasnya. Selama melaksanakan program magang ini, penulis belajar untuk mengetahui lebih dalam tentang pemasaran di perusahaan manufaktur. Laporan akhir ini bertujuan untuk berbagi pengalaman penulis dalam melakukan magang dan menginformasikan cara-cara penulis belajar untuk menjadi pemasar yang baik. Selama magang, penulis memperoleh pengetahuan baru, misalnya penulis menjadi tahu bagaimana menulis surat penawaran dan bagaimana berkomunikasi yang benar dengan pelanggan. Selain itu penulis juga mendapatkan bekal untuk mempersiapkan diri sebelum memasuki dunia kerja. Lebih dari itu, selama program ini, penulis dapat mengembangkan kemampuannya untuk menggunakan percakapan bahasa Inggris dengan rekan kerja atau pelanggan serta kualitas penulis dalam mengembangkan dirinya untuk pekerjaannya di masa depan. Terakhir, penulis memiliki banyak pengalaman, seperti mencari pelanggan asing melalui Google, menghadiri pertemuan dengan pimpinan, rekapitulasi invoice yang kemudian akan dikirimkan ke masing-masing unit, pengalaman tersebut tidak didapatkan di ruang kelas