

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Internship is a student activity where students can apply the knowledge that has been learned in the classroom (Cortelyou-ward, 2014). Internship is one of the requirements for students of Englishpreneurship, Faculty of Language and Arts, Soegijapranata Catholic University which has a weight of 4 credits. Guided by the results of the internship activities, it is a requirement for making a final report.

The purpose of the internship is to apply theoretical knowledge that has been obtained in the classroom (Cortelyou-ward, 2014). This activity can also foster discipline and professionalism in work so that students can get to know the work environment and that will be useful for them after finishing college. In addition, this internship activity is also important for students because nowadays companies do not only need theoretical knowledge, but also practical skills that can support the knowledge.

More needs for improvement and the higher level of consumption will lead to the higher needs for technology that encourage the fulfillment of human needs (Growth, 2012). In this global era, industries that are able to meet the increasingly complex human needs must be supported by high technological capabilities. One of

them is the manufacturing industry. The manufacturing industry is a branch of industry that applies machinery, equipment and labor to convert raw goods into finished goods for sale (Growth, 2012).

The writer chose an internship in a manufacturing company because the knowledge that has been obtained in the classroom can be applied in manufacturing companies. Therefore, the writer hopes that by taking this internship she can improve the quality of graduate competencies, has experiences in marketing, and prepare herself for the real world of work.

1.2 Company's Profile (Barutama, 2020)

Pura is a company that is engaged in the production of paper such as packaging bags, paper processing, security printing, and other productions. Pura was initially a small letterpress printing company founded in 1908 under the name of PT. Pusaka Raya. It was a simple printing business with the status of a family company that was located in Kudus. Pura's status as a family company is still kept until now when the company is led by the third generation--Mr Jacobus Busono. Then in 1970, under the leadership of the third generation, the company grew rapidly to become the modern industry we know today. In 1983 all divisions in PT. Pusaka Raya was merged into one under the name PT. Pura Barutama (Pura Group). .

Pura is a national private company that has the most patent rights in Indonesia. Pura has registered more than 190 patents which will continue to grow in the future. Pura's diverse products have long been present in various aspects of life both in personal, corporate and industrial spheres. Pura's philosophy is to produce innovative, high-tech

products for the domestic market as a substitute for the imported products and for the international market. After more than four decades, Pura has transformed into an industrial group with 29 integrated production divisions occupying an area of more than 100 hectares with 13,000 workers; exporting its products to more than 90 countries.

Export Unit is one of the Pura Group units that has a role to market Pura products to other countries. In 1994 Pura started to make holograms which function as a seal / security for a product. At that time, the security seal was a new innovation for the market, especially in Drug and Cosmetics Companies. A Security Seal is needed to ensure the safety and authenticity of a product. It makes it easier for companies to convince their customers to buy their products, while at the same time the customers can feel safe because the product is sealed.

Therefore, Pura decided to market its products abroad and formed the Export Unit. The Export Unit is responsible for marketing and communicating with foreign customers. The first Customer of the Export Unit is P.T Lever from India. After that, Pura began to make overseas visits to market its products. At that time, the export team still had to use a translator because no one could speak English fluently. Pura's first overseas visit was Sri Lanka. Since then, Pura has expanded by recruiting people who are able to speak english to join the export team and conduct banking training for them. Now Pura has exported to more than 90 countries.

Similar to any other business, the export unit at PT Pura Barutama has a vision, mission and motto to guide the development. The Vision of the Export Unit is “To be

a global player and have excellent products and the Mission of the Export Unit is “Increase the revenue of U.S Dollars, Euros / Foreign Exchange and sell products that are in demand in the export market. Whereas, the unit motto is “Creating value through innovation”.

1.3 History of the Company

PT. Pura Barutama is a subsidiary of PT Pura Group which is engaged in the paper making business. The history of the development of PT Pura Group is as follows:

- A. Since 1908, PT Pusaka Raya has been a small printing business that was run by eight employees. However, PT Pusaka Raya continued to grow until it became one of the respected names in the printing industry.
- B. In 1963, PT Pusaka Raya experienced the most rapid development. Printing machines from Germany were brought in to increase the quality and customer trust in PT Pusaka Raya's production.
- C. In 1969, the company began to expand its business by establishing a representative office in Jakarta to serve customers in West Java and around.
- D. In 1972, PT Pusaka Raya opened a representative office in Surabaya.
- E. In 1973, PT Pusaka Raya opened another division called PT Pura Roto which is engaged in Rotogravure and Converting which produces soft packaging (Modern Flexible Packaging).
- F. In 1974, this company established a Paper Mill unit which produces Medium Liner (ML) and Kraft Liner (KL) paper.

- G. In 1983, all divisions in PT Pusaka Raya were merged into PT Pura Barutama (Pura Group).
- H. In 1984, PT Pura Barutama was the first company in a tropical country to produce Non Carbon Required (NCR) paper.
- I. In 1986, PT Pura Barutama expanded its business by establishing Converta which produced Siliconized Release Paper and Cork Tipping Paper.
- J. In 1987, PT Pura Barutama received the VIII International Trophy for Technology from Frankfurt Germany and the American Recognition of Efficiency award.
- K. In 1989, it founded the Holography division which produces holographic paper.
- L. In 1991, Indostamping division was established to produce Hot Stamping Foil.
- M. In 1992, Pura Microcapsule was founded and the Human Research Development System (HRD) division was in charge of recruiting educated young workers in 1994.

PT Pura Group continues to experience development, so that now PT Pura Group consists of three groups :

1. PT Pura Barutama

a. Paper Mill Division (PM)

This division consists of PM I, PM III, PM V, PM VI, PM IX, and PM X. The products manufactured by this division are various types of paper, such as samson kraft, test liner, sack kraft paper (SKPR), board color (BC), security paper, and others.

b. Pura Smart Technology (PST) Division

This division produces smart cards with Radio Frequency Identification (RFID) technology, such as telephone starter packs, membership cards, access cards, ATM cards, e-payment cards, and e-KTP cards.

c. Total Security System (TSS) Division

This division produces anti-counterfeiting materials used in various products, documents and banknotes, such as special security holograms and security threads.

d. Offset Printing Division

This division produces packaging for the food, beverage, toiletries, cosmetics and electronics industries.

e. Rotogravure Division

This division produces flexible packaging for the pharmaceuticals, food, cigarette and other industries. The resulting product is strip packaging using pilicelinium, polonium, polycello, wax paper and blister paper.

f. Corrugated Box Division

This division produces corrugated boxes and cardboard for product transportation and storage.

g. Ecology Division

This division produces environmentally friendly packaging from recycled paper and pallets for food, automotive, pharmaceuticals, such as egg storage.

h. Ink Division

This division produces ink for the needs of other divisions' products but also can be for other companies.

i. Coating Division

This division produces coated paper, such as drawing paper, carbonless paper, stickers, stamps, and stamps.

j. Indostamping Division

This division produces hot and cold stamping foils, heat transfer films, solar window films, and security films.

k. Microcapsule Division

This division produces raw materials for the production of carbonless paper and adhesives for road marking paints.

l. Engineering Division

This division produces special machines for the needs of other divisions. Apart from that, it also produces machines for the agricultural industry (grain drying machines) and fisheries (ice flake machines).

m. Power Plant Division

This division supplies electricity to other divisions.

2. PT Pura Nusa Persada

a. Holographic Division

This division produces two-dimensional and three-dimensional holograms for stickers and company logos to prevent product counterfeiting.

b. Paper Mill Division (PM)

This division consists of PM VII and PM VIII. Products produced by this division are various types of paper, such as brown sacks.

3. PT Purawisata Baruna

This subsidiary operates in the transportation sector, which rents cars, trucks, planes, helicopters and boats. This transportation fleet is used for the purposes of the company itself and is also leased for commercial and medical purposes.

4. PT Pura Baruna Lestari

This subsidiary is engaged in the cultivation of coral reefs in the Karimun Jawa area.

5. PT Pura Manika Stone Art

This subsidiary is engaged in the utilization of natural rock into products, such as natural stone tables.

6. PT Pura Dekorindo

This subsidiary is engaged in paper and foil for decoration, such as paper with wood texture, melamine impregnated, finished foil, and foil or decorative printing paper.

1.4 Management Structure

Management Structure of Export Unit

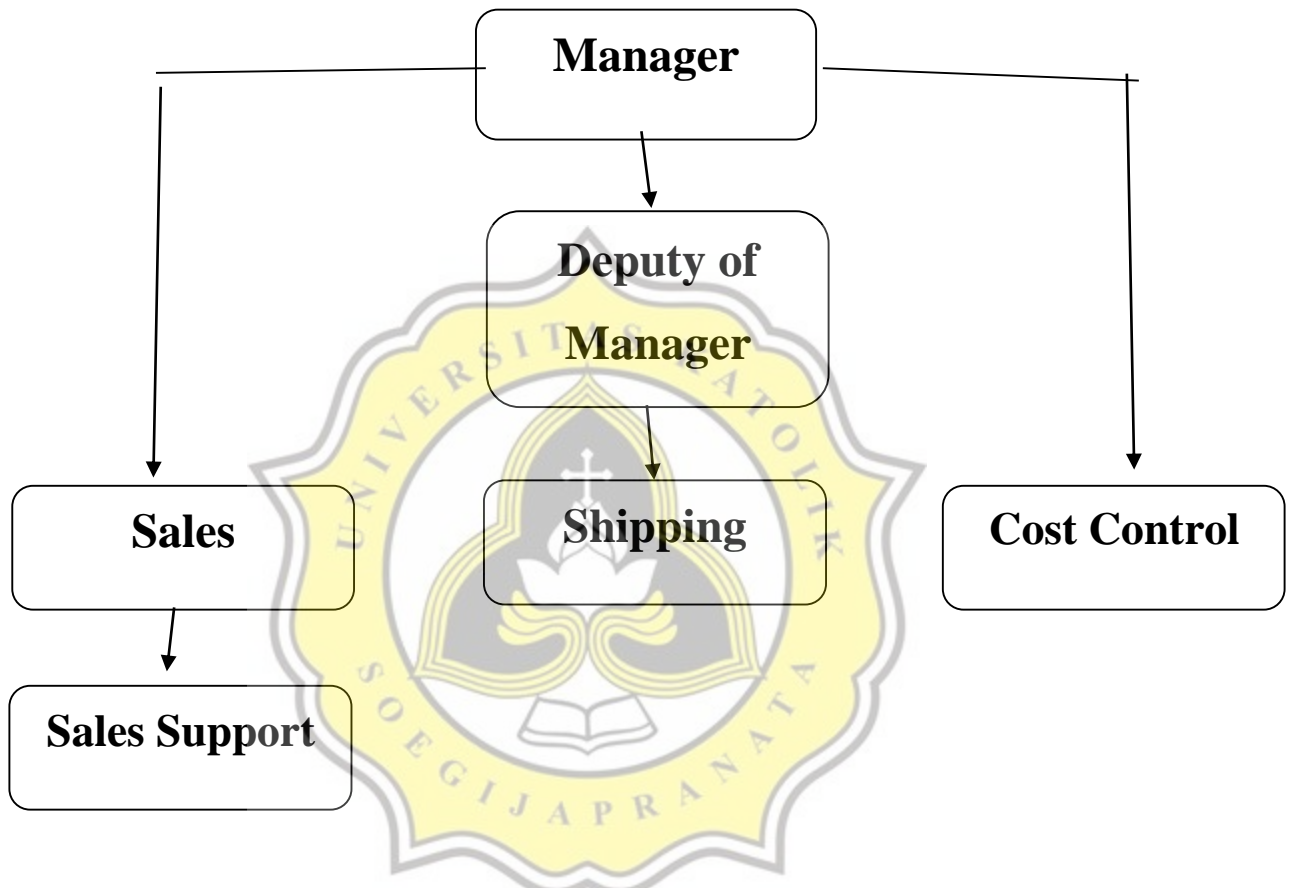


Figure 1.1. Management Structure of Export Unit (Source : Deputy of Manager in Export Unit)

The Job Descriptions in the Export Unit

1. Manager :

- a) Manage the unit in order to achieve a predetermined turnover by looking for a marketing strategy.

- b) Train Export sales to be tough
- c) Manage finances
- d) Maintain customers so they can make repeat orders

2. Deputy Manager :

- a) Assist Marketing Manager in planning and supervising marketing operations to achieve target
- b) Support and educate sales
- c) Look for customers
- d) Take care of employee recruitment

3. Sales :

- a) Actively look for target consumers.
- b) Perform data recording of sales results that have been successfully carried out.
- c) Provide satisfaction guarantee to consumers.
- d) Carry out further strategy development.
- e) Maintain the old customers so that they can repeat orders.

4. Shipping :



- a) Responsible for planning, product delivery and export administration.
- b) Make reports and documents related to the delivery of export goods in a precise and accurate manner.
- c) Organize and make a schedule for stuffing goods.
- d) Prepare export documents.

5. Cost Control :

- a) Supervise the entry and exit of all goods, storekeepers and receiving.
- b) Cooperate with Purchasing in terms of purchasing the price of goods and receiving goods
- c) Make a daily flash cost report.
- d) Carry out inventory or count all items every month and make monthly reports (Cost of product).

6. Sales Support :

- a) Process customer orders via telephone, email, chat, and others.
- b) Make daily, weekly, monthly and yearly reports.
- c) Help sales to make letters that are needed for customers.

d) Provide clear information about sales by product or region. The goal is to monitor the performance of sales administration.

