

**Mastering Product Knowledge to Determine Potential  
Customers at PT. Pura Barutama Indostamping Unit**



**By**

**Kristina Stella Klaristiana**

**18.J2.0020**

**ENGLISH STUDY PROGRAM**

**FACULTY OF LANGUAGE AND ARTS**

**SOEGIJAPRANATA CATHOLIC UNIVERSITY**

**SEMARANG**

**2022**

**Mastering Product Knowledge to Determine Potential  
Customers at PT. Pura Barutama Indostamping Unit**

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



**By**

**Kristina Stella Klaristiana**

**18.J2.0020**

**ENGLISH STUDY PROGRAM**

**FACULTY OF LANGUAGE AND ARTS**

**SOEGIJAPRANATA CATHOLIC UNIVERSITY**

**SEMARANG**

**2022**

**A THESIS APPROVAL**

**Mastering Product Knowledge to Determine Potential Customers at PT. Pura**

**Barutama Indostamping Unit**

**By**

***Kristina Stella Klaristiana***

***18.J2.0020***

**Approved by,**

**Angelika Riyandari, S.S., M.A., Ph.D.**

**18 July 2022**

**Major sponsor**

**Emilia Ninik Awdawati, S.P., M.Hum.**

**18 July 2022**

**Co-sponsor**

A thesis defended in front of the Board of Examiners on  
18 July 2022 and is declared acceptable

**BOARD OF EXAMINERS**

**First Examiner** : **Yimmy Iskandar, ST., M.B.A.**  
**Second Examiner** : **Emilia Ninik Aydawati, S.P., M.Hum.**  
**Third Examiner** : **Angelika Riyandari, S.S., M.A., Ph.D.**

Semarang, 18 July 2022

Faculty of Language and Arts

Soegijapranata Catholic University

Dean,

**B. Retang Wohangara, S.S., M.Hum.**

**NPP. 058.1.1999.230**

## HALAMAN PERNYATAAN ORISINALITAS

Yang bertanda tangan dibawah ini:

Nama : Kristina Stella Klaristiana

NIM : 18.J2.0020

Progdi / Konsentrasi : Englishpreneurship

Fakultas : Bahasa dan Seni

Dengan ini menyatakan bahwa Laporan Tugas Akhir dengan judul MASTERING PRODUCT KNOWLEDGE TO DETERMINE POTENTIAL CUSTOMERS AT PT. PURA BARUTAMA INDOSTAMPING UNIT tersebut bebas plagiasi. Akan tetapi bila terbukti melakukan plagiasi maka bersedia menerima sanksi sesuai dengan ketentuan yang berlaku.

Semarang, 18 Juli 2022

Yang menyatakan,



Kristina Stella Klaristiana



## HALAMAN PENGESAHAN

Judul Tugas Akhir : Mastering Product Knowledge to Determine Potential Customers at PT.  
Pura Barutama Indostamping Unit

Diajukan oleh : Kristina Stella Klaristiana

NIM : 18.J2.0020

Tanggal disetujui : 18 Juli 2022

Telah setuju oleh

Pembimbing 1 : Angelika Riyandari, S.S., M.A., Ph.D.

Pembimbing 2 : Emilia Ninik Aydawati, S.P., M.Hum.

Penguji 1 : Yimmy Iskandar, ST., M.B.A.

Penguji 2 : Emilia Ninik Aydawati, S.P., M.Hum.

Penguji 3 : Angelika Riyandari, S.S., M.A., Ph.D.

Ketua Program Studi : Emilia Ninik Aydawati, S.P., M.Hum.

Dekan : B. Retang Wohangara, S.S., M.Hum.

Halaman ini merupakan halaman yang sah dan dapat diverifikasi melalui alamat di bawah ini.

[sintak.unika.ac.id/skripsi/  
verifikasi/?id=18.J2.0020](http://sintak.unika.ac.id/skripsi/verifikasi/?id=18.J2.0020)

**HALAMAN PERNYATAAN PUBLIKASI KARYA ILMIAH UNTUK  
KEPENTINGAN AKADEMIS**

Yang bertanda tangan dibawah ini:

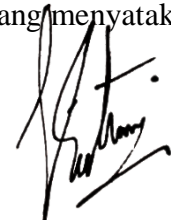
Nama : Kristina Stella Klaristiana  
Program Studi : Englishpreneurship  
Fakultas : Bahasa dan Seni  
Jenis Karya : Tugas Akhir

Menyetujui untuk memberikan kepada Universitas Katolik Soegijapranata Semarang Hak Bebas Royalti Noneksklusif atas karya ilmiah yang berjudul **“MASTERING PRODUCT KNOWLEDGE TO DETERMINE POTENTIAL CUSTOMERS AT PT. PURA BARUTAMA INDOSTAMPING UNIT”** beserta perangkat yang ada (jika diperlukan). Dengan Hal Bebas Royalti Noneksklusif ini Universitas Katolik Soegijapranata berhak menyimpan, mengalihkan media/formatkan, mengelola dalam bentuk pengkalan data (*database*), merawat, dan mempublikasikan tugas akhir ini selama tetap mencantumkan nama saya sebagai penulis / pencipta dan sebagai pemilik Hak Cipta.

Demikian pernyataan ini saya buat dengan sebenarnya.

Semarang, 18 Juli 2022

Yang menyatakan



Kristina Stella Klaristiana

## ACKNOWLEDGEMENT

First of all, I would like to give my deepest gratitude to Almighty God, Lord Jesus Christ, for His grace and the strength given to me so that I can complete my internship program at PT. Pura Barutama Indostamping Unit and this final report as a partial fulfillment to acquire my bachelor's degree.

During the process of my internship program, I received an abundance of help from a lot of people whom I will mention below with my deepest gratitude:

1. My family as my main support system throughout my whole journey, who have given me emotional support, financial support, and all of their prayers for me.
2. Mrs. Angelika Riyandari, S.S., M.A, Ph.D. from Faculty of Language and Arts as the Major sponsor who has given me guidance and support and has contributed a lot to help me finish this report by giving necessary corrections.
3. Mrs. Emilia Ninik Aydawati, S.P.M., M.Hum. from Faculty of Language and Arts as the Co-sponsor and the Head of Englishpreneurship study program who has given me trust make it possible for me to carry out this internship program at PT. Pura Barutama and give me guidance throughout the internship process.
4. Mr. Sunarto as Unit Plant Manager and Mr. Arizoni as Unit Deputy Plant Manager of Indostamping Unit for welcoming me as a part of the Unit when I joined in as an Intern.



5. Mr. Andre Candra Gunawan as the Marketing Manager and Ms. Aini Jamal as the Head of Marketing division, and all of the Marketing division staff for their guidance, help and cooperation during my internship program.
6. Mr. Agus as HR-GA and Mr. Dian Rema Nugroho and Ms. Lisa as Unit HR who supported and helped me to adapt with the working environment.
7. I would like to thank for all the support from all of my friends who encourage and motivate me so that I am able to finish this final report.
8. Lastly, I want to thank myself for keep struggling to accomplish my bachelor's degree despite the ups and downs that I faced throughout the process.

Semarang, 18 July 2022



Kristina Stella Klaristiana

# TABLE OF CONTENTS

<b>PAGE OF TITLE.....</b>	<b>i</b>
<b>PAGE OF THESIS APPROVAL .....</b>	<b>ii</b>
<b>BOARD OF EXAMINERS.....</b>	<b>iii</b>
<b>STATEMENT OF ORIGINALITY .....</b>	<b>iv</b>
<b>HALAMAN PENGESAHAN .....</b>	<b>v</b>
<b>STATEMENT OF PUBLICATION OF SCIENTIFIC PAPER FOR ACADEMIC PURPOSES .....</b>	<b>vi</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>vii</b>
<b>TABLE OF CONTENTS.....</b>	<b>ix</b>
<b>LIST OF FIGURES .....</b>	<b>xi</b>
<b>LIST OF TABLES.....</b>	<b>xi</b>
<b>ABSTRACT .....</b>	<b>xii</b>
<b>ABSTRAK.....</b>	<b>xiii</b>
<b>CHAPTER 1.....</b>	<b>1</b>
<b>INTRODUCTION .....</b>	<b>1</b>
1.1    Background of the Study.....	1
1.2    Company’s Profile (Pura Group, 2022).....	4

1.3	History of the Company (Pura Group, 2022).....	9
1.4	Management Structure.....	10
<b>CHAPTER 2.....</b>		<b>18</b>
<b>INTERNSHIP DESCRIPTION.....</b>		<b>18</b>
2.1	Internship Overview .....	18
2.2	Task and Responsibilities.....	19
<b>CHAPTER 3.....</b>		<b>32</b>
<b>PROBLEMS IDENTIFICATION AND SOLUTION .....</b>		<b>32</b>
3.1	Problem Identification .....	32
3.2	Problem Solution.....	34
<b>CHAPTER 4.....</b>		<b>39</b>
<b>BEST PRACTICES .....</b>		<b>39</b>
<b>CHAPTER 5.....</b>		<b>42</b>
<b>RECOMMENDATION AND REFLECTION .....</b>		<b>42</b>
5.1.	Self-Reflection.....	42
5.2.	Recommendation and Feedback for the Company and the Faculty .....	43
<b>BIBLIOGRAPHY .....</b>		<b>46</b>
<b>APPENDIX .....</b>		<b>49</b>

## LIST OF FIGURES

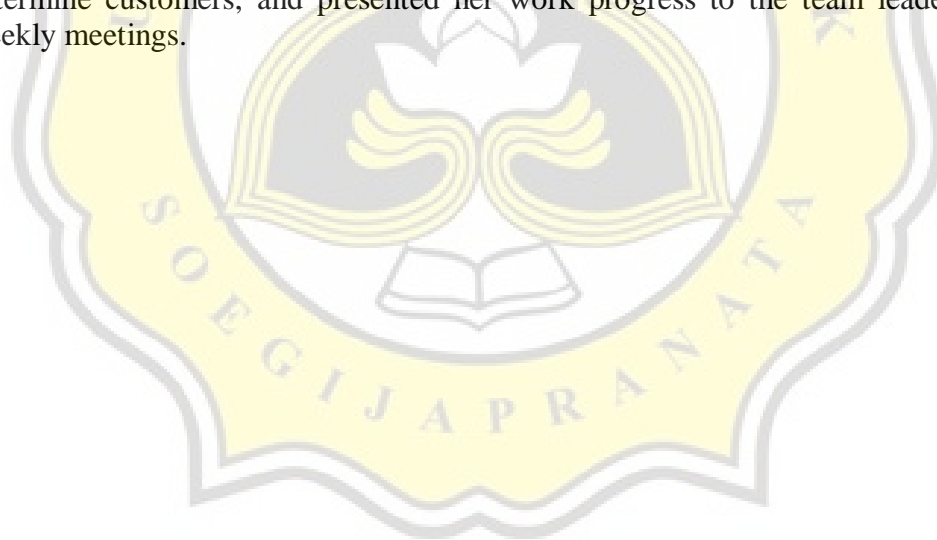
<b>Figure 1. 1</b> Vision and Mission of PT. Pura Barutama Indostamping Unit .....	7
<b>Figure 1. 2</b> Quality Policy and Quality Objectives (Key Performance Indicators) of PT. Pura Barutama Indostamping Unit .....	8
<b>Figure 1.3</b> Management Structure of PT. Pura Barutama Indostamping Unit.....	11
<b>Figure 2. 1</b> Papercon Company's Website.....	23
<b>Figure 2. 2</b> Offer Letter .....	25
<b>Figure 2. 3</b> Targeted Customer Database (1).....	27
<b>Figure 2. 4</b> Targeted Customer Database (2).....	27
<b>Figure 2. 5</b> Targeted Customer Database (3).....	28
<b>Figure 2. 6</b> Product Catalogue .....	30
<b>Figure 2. 7</b> Example of Brochure (1) .....	31
<b>Figure 2. 8</b> Example of Brochure (2) .....	31

## LIST OF TABLES

<b>Table 3. 1</b> Number of Customer Response.....	33
----------------------------------------------------	----

## ABSTRACT

The writer got an opportunity to join the internship program offered by PT. Pura Barutama Indostamping Unit for six months starting from February 1st to July 31st, 2021. PT. Pura Barutama Indostamping Unit, where the writer was placed, deals with Stamping Foil sales hot and cold, Special Printing Film and Window Film in various types of specification. The writer was placed in the Marketing Support Unit Export division whose primary duty is to help the Export sales to complete their tasks. In the process of fulfilling the internship program, the writer learned how to determine potential customers based on each goods produced by the unit. During the process, the writer faced problems in mastering the product knowledge and determining potential customers for each product. In addition, the writer had the opportunity to implement and enhance her English skills which were used in the process of making a proper offering letter and in the overall process of communicating with overseas customers. Other than that, the writer experienced a different environment requiring proper communication skills, did market research which will be used as a base reference to determine customers, and presented her work progress to the team leaders during weekly meetings.



## ABSTRAK

Penulis mendapatkan kesempatan untuk mengikuti program magang yang ditawarkan oleh PT. Pura Barutama Unit Indostamping selama enam bulan terhitung sejak tanggal 1 Februari hingga 31 Juli 2021. PT. Pura Barutama Unit Indostamping, unit dimana penulis ditempatkan, menangani penjualan *Stamping Foil* baik panas maupun dingin, Film Pencetakan Khusus dan Kaca Film dalam beragam jenis spesifikasi. Penulis ditempatkan di *Unit Marketing Support* divisi *Export* yang memiliki tugas utama membantu sales *Export* dalam menyelesaikan tugasnya. Dalam proses penyelesaian program magang, penulis belajar cara menentukan calon pelanggan berdasarkan setiap barang yang diproduksi oleh unit tersebut. Selama proses tersebut, penulis menghadapi beberapa masalah seperti menguasai *product knowledge* dan menentukan pelanggan potensial untuk setiap produk. Penulis juga berkesempatan untuk menerapkan dan meningkatkan kemampuan bahasa Inggrisnya yang mana digunakan dalam proses pembuatan surat penawaran yang tepat dan dalam keseluruhan proses komunikasi dengan pelanggan luar negeri. Selain itu, penulis juga mendapatkan pengalaman berada dalam lingkungan yang sangat berbeda dimana membutuhkan keterampilan komunikasi yang baik, melakukan riset pasar yang kemudian akan digunakan sebagai referensi dasar untuk menentukan pelanggan, dan mempresentasikan perkembangan hasil pekerjaannya kepada para pimpinan tim pada tiap rapat mingguan.