

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

The fierce competition in the working field has increased over the past few years. Many students compete to enrich themselves with knowledge outside of lectures in order to have additional value when they enter the working world. One of the most common forms of gaining knowledge and experience is an Internship. Internship is a work experience related to a career obtained by students during an academic study program (Jawabri, 2017). Internship is considered as one of the most important things students should do during their studies. In some cases, internships are even made as a compulsory subject for students by several universities, including in the Faculty of Language and Arts, Soegijapranata Catholic University Semarang.

The Faculty of Language and Arts (FLA) offers internships as a part of its effort to prepare students and enrich their knowledge before entering the workforce. FLA chooses to collaborate with one of the well-known large corporate companies in Indonesia, Pura Group Indonesia (PT. Pura Barutama), specifically with the marketing export division. The reason FLA teams up with Pura Group is because it is relevant with the students' major and subjects studied. By doing this internship program, FLA expects students to have the knowledge and real experience in the marketing field.

In 2020, Indonesian government release a program called MBKM (*Merdeka Belajar Kampus Merdeka*). This program mentions internship as one of the activities that can be adopted by an institution. The main reason for creating the MBKM internship program is mainly because until now, students lack work experience, and are barely exposed to the work activities in the real professional world. Therefore, it results in students' lack of work readiness. Short duration internship program (less than six months) is considered as an insufficient amount of time to provide industrial experience and competencies needed by the students. Even from the company's point of view, short-term internships are not quite useful and rather tend to interfere with industrial activities (Tohir, 2020).

The purposes of this MBKM internship program is to give students the opportunity of having experiential learning directly within the workplace, learn new hard skills, especially ones related to the marketing field, and enhance their soft skills such as problem solving, risk taking, decision making, analytical thinking, time management, proper communication, negotiation skill, responsibility and teamwork. Internship can engage students with cases dealt in the work field. It helps students to seek for their career goals and cultivate students' professionalism (Jawabri, 2017). During the internship program, students can apply the knowledge they obtained during their studies to their work. Students are also expected to be able to adapt to the working environment which is far different from what they used to face within the university.

Internship programs can give a two-way advantage both for the company and the educational institution. The industry gets the talent that, if suitable, can be recruited

immediately, which is very helpful in reducing costs for the initial recruitment and training process. On the other hand, through this internship program, the university is able to update its curriculum and the lecturers' teaching materials in accordance to the channeled industrial problems; hence research topics in universities will be a lot more relevant.

Globalization in the present day and age is expected to meet the worldwide demand for consumer goods. Manufacturing sector, in many cases, plays an important role in various countries' sustainable public welfare (Herman, 2016). One of the ways to ensure the sustainability of human existence both environmentally and economically is by providing industrialized manufacturing. The manufacturing industry is defined as a production process involving the use of machinery which transforms raw materials into finished goods, distributed and sold in the market (Esmailian et al., 2016). The existence of the manufacturing industry contributes a lot to the country's export sector.

The writer chose to carry out her internship program at PT Pura Barutama because the writer can apply the knowledge gained during her study in the University. Other than that, it is also because the field the writer chose to work in, which is marketing export, is very much related to the writer's major and the knowledge acquired in class. The writer also craves to experience the workforce directly and socialize with other people of all ages. By doing so, it can develop the writer's soft skills. For that reason, the writer hopes that this internship program can develop her and prepare herself before entering the workforce ahead.

## 1.2 Company's Profile (Pura Group, 2022)

Pura Group Indonesia is a printing company that has been established since 1908. Originally, Pura was a small letterpress and family company known as *Pusaka Raya*. The first generation used a letterpress machine which was then switched by an offset printing machine on the second generation up until 1963. Since then, the company started to grow rapidly especially in 1970 led by the third generation, Mr. Jacobus Busono and now is known as the largest printing company in Indonesia. Pura is engaged mainly in packaging and paper production. Other productions available are electronic card manufacturing, holograms, microchip making, e-tolls, security printing and engineering (machinery manufacturing).

Pura's wide variety of products support people's activities and needs in personal, professional and industrial scope. Pura has the philosophy of producing innovative products in the local market as an import substitute and as export products for the international market. Pura is a national private-company which has the most patents in Indonesia and has registered many innovations into around 190 patents until now. Pura currently has become an expansive industrial group with 30 units of integrated production divisions built on over 100-hectare area, accommodating approximately 15,000 workforces and exporting products to more than 90 countries.

Pura Group has its own characteristics of slogan, vision and mission. The slogan of Pura Group is Creating value through innovation. Pura Group's vision is to meet the demand and needs for printing and packaging products both local and international market by offering qualified and innovative solutions based on advanced

technology and the local raw materials. On the other hand, the mission of Pura Group is to become a major player in the global printing and packaging industry, leveraging product innovation, synergies and comprehensive solutions.

Pura has 3 main company cultures. The first one is “Continuous innovation and learning is the key to achieve sustainable growth”. The second company culture is “Human resources are the key to innovation”. Finally, “Building character is the first step to produce competent human resources” stands as the final company culture.

PT. Pura Barutama consists of a total of 13 company units, namely Paper Mill (PM) Unit, Offset Printing Unit, Rotogravure Unit, Indostamping Unit, Total Security System (TSS) Unit, Pura Smart Technology (PST) Unit, Corrugated Box Unit, Coating Unit, Ink Unit, Microcapsule Unit, Ecology Unit, Engineering Unit and Power Plant Unit.

Indostamping Unit is one of the units existing within PT. Pura Barutama. The Indostamping Unit provides 3 different plastic converting products. Those 3 products are Hot and Cold Stamping Foil, Special Printing Film and Solar Window Film. The best-selling product from the Indostamping Unit is Stamping Foil which has supplied both domestic and international industrial markets under two brand names, *Sparkle* and *Wessler*. Other than foils, Indostamping also produced and sold various brands of window film. There are 3 different Indostamping Window Film brands that have been registered, “*B-Cool*”, “*Optixgard*”, and “*Ilumax*”. Other than creating its own products and having direct selling to both overseas and local customers, the Indostamping unit also does internal orders between Pura units and/or collaborate with other units,

especially the Total Security System (TSS) Unit, which usually requests for the making of security and hologram foil.

PT. Pura Barutama Indostamping Unit has its own vision and mission. Indostamping Unit's vision is to have a high commitment to creating ideas to boost the growth and development of hot stamping and solar window film technology as a solution to customers' demands and needs. Also to develop a culture of quality, security and safety, as well as opening market opportunities and ensure environmental friendliness. The mission of the Indostamping Unit is to provide customer satisfaction by: various resources of design innovation, responsive communication, punctual commitment, and the best product quality.



### VISI

PT. PURA BARUTAMA UNIT INDOSTAMPING SEBAGAI PERUSAHAAN YANG MEMILIKI KOMITMEN TINGGI DALAM MENCIPTAKAN IDE-IDE YANG MENDORONG PERTUMBUHAN DAN PERKEMBANGAN DI BIDANG TEKNOLOGI HOT STAMPING & SOLAR WINDOW FILM SEBAGAI SOLUSI TERHADAP PERMINTAAN DAN KEBUTUHAN PELANGGAN SERTA MENGEMBANGKAN BUDAYA MUTU, KEAMANAN DAN KESELAMATAN, MEMBUKA PELUANG PASAR DAN MENJAMIN KEPEDULIAN RAMAH LINGKUNGAN.

### MISI

MEMBERI KEPUASAN PELANGGAN DENGAN:

- A. KEKAYAAN INOVASI DESAIN;
- B. KOMUNIKASI YANG RESPONSIF;
- C. KOMITMEN KETEPATAN WAKTU;
- D. KUALITAS PRODUK TERBAIK

**Figure 1. 1** Vision and Mission of PT. Pura Barutama Indostamping Unit

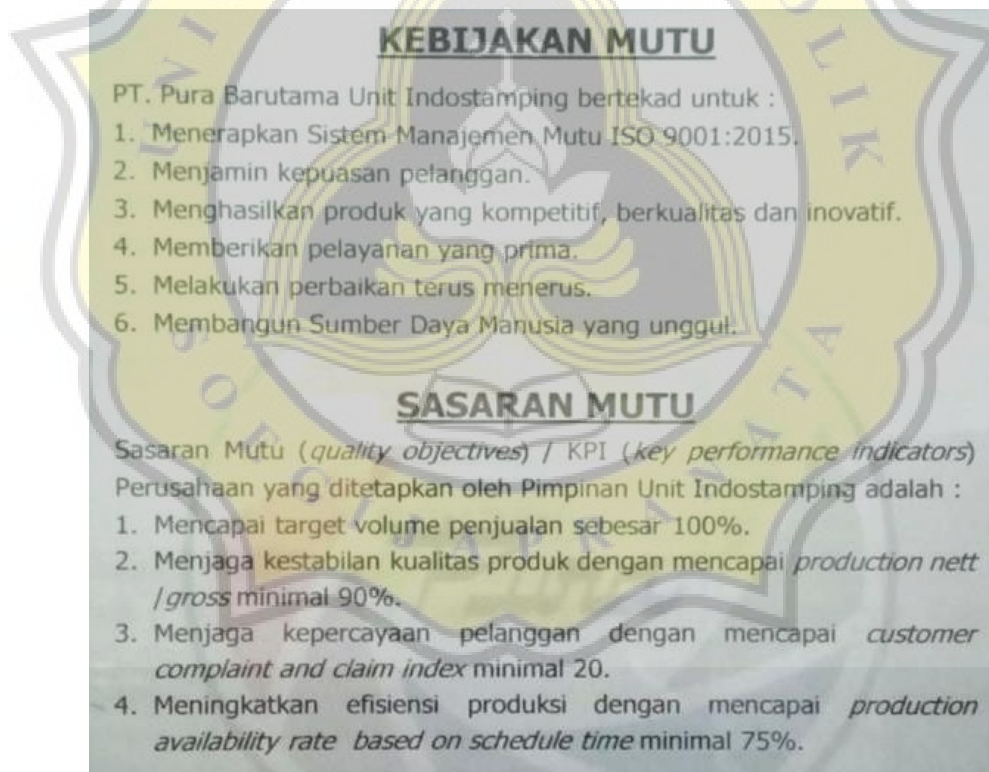
(Source: Human Resources Pura Barutama Indostamping Unit)

PT. Pura Barutama Indostamping Unit also has a Quality Policy and Objectives/KPI (Key Performance Indicators). The Quality policy are as follows:

1. Implementing a quality management work system ISO 9001:2015.
2. Guarantee customer satisfaction.
3. Produce competitive, qualified and innovative products.
4. Provide excellent service.
5. Create continuous improvement.
6. Build superior human resources.

Indostamping Unit's Quality Objectives/Key Performance Indicators are as follows:

1. Achieve sales volume target of 100%.
2. Maintain product quality stability by achieving a minimum production net/gross of 90%.
3. Maintain customer trust by achieving a customer complaint and claim index of at least 20.
4. Increase production efficiency by achieving a production availability rate based on schedule time of at least 75%.



**Figure 1. 2** Quality Policy and Quality Objectives (Key Performance Indicators) of PT. Pura Barutama Indostamping Unit

(Source: Human Resources Pura Barutama Indostamping Unit)



### **1.3 History of the Company (Pura Group, 2022)**

PT. Pura Barutama (a subsidiary of Pura Group Indonesia) is a national private company engaged in the printing, packaging, and paper processing industry. PT. Pura Barutama (initially named Pusaka Raya) was founded in 1908 built in Kudus. At the time, it still used the Letterpress machine and was only run by less than ten employees. In 1930, it marked the second generation of this business' pioneer by the usage of the Offset printing machine to cover a larger variety of business fields. In 1963, the third generation started to carry out more intensive development efforts by bringing printing machines from Germany. From 1969 to 1972, Pura established representative offices in Jakarta, West, and East Java as a form of its business expansion locally. In the same year, Pusaka Raya switched from a private company to a Limited Company (Ltd.), PT. Pusaka Raya.

From 1972 to 1973, PT. Pusaka Raya established two new production units, PT. Pura Box which produced cardboard boxes for packing goods, and PT. Pura Roto which produced molds in rotogravure rolls both made from paper and aluminum foil for various modern flexible packaging such as medicine, cosmetics, cigarette, food, beverages, etc. In 1974, PT. Pusaka Raya established the Paper Mill Unit which produced Meta Transfer Paper, Security Paper, Cork tipping base paper, NCR (Non Carbon Required) base paper, Medium Liner (ML) and Kraft Liner (KL) paper.

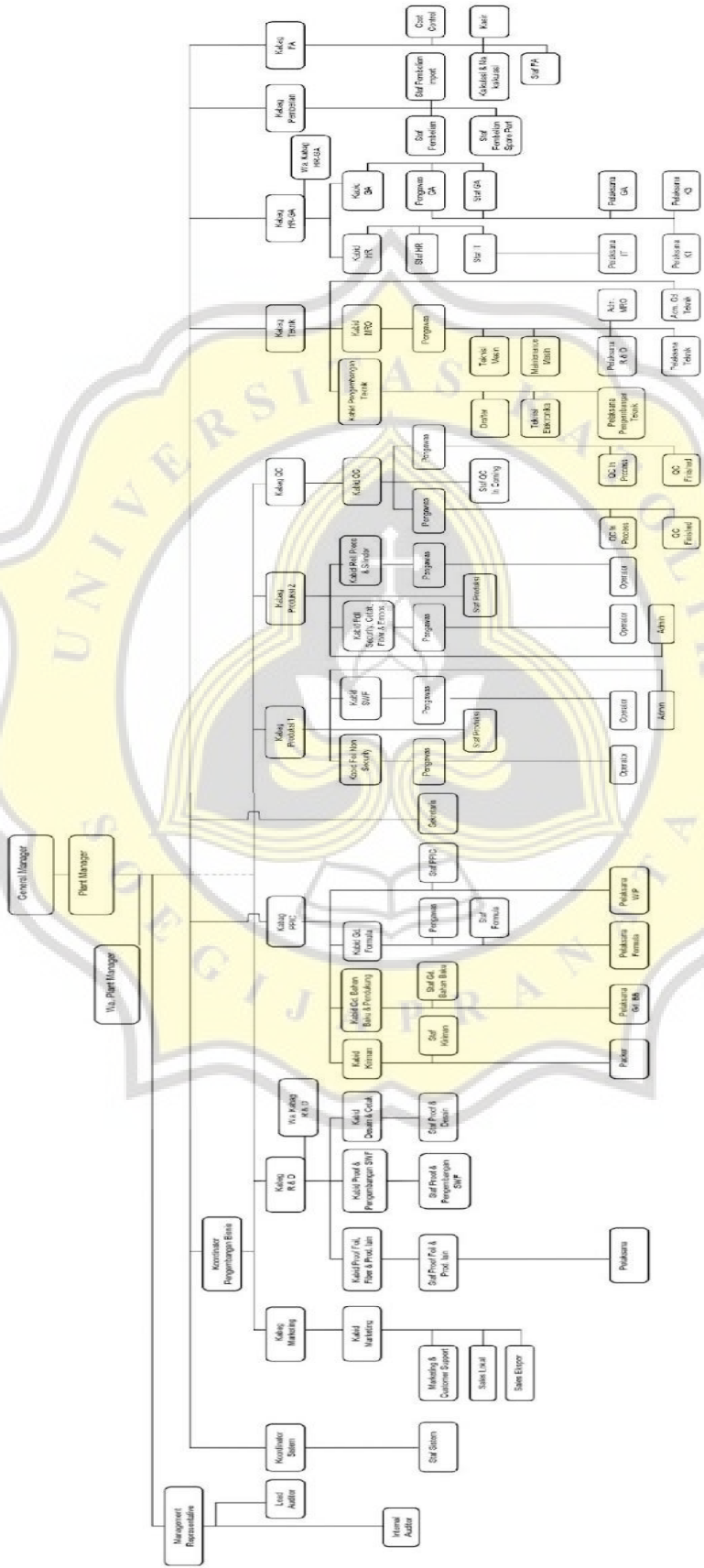
All production units of PT. Pusaka Raya then combined into PT. Pura Barutama in 1983. The following year, PT. Pura Barutama became the first company in South East Asia to produce Carbonless paper and Self containing paper. Two years later, the

company established Konverta Unit, a new production unit which produced Cork Tipping Paper (CTP).

From 1987 to 1988, PT. Pura Barutama received the VIII international trophy for technology from Germany and an award from American recognition of efficiency. In the same year, the company also carried out an initial export to international markets in the USA, Asia, Europe, etc. The year after that, the Holography division succeeded in producing holograms which put PT. Pura Barutama in 6th position in the world as a hologram producer. Lastly, from 1991 to 1992 PT. Pura Barutama established the Indostamping Unit which produces Stamping foil and Window Film, as well as founded the Pura Microcapsule. Within the same year, the company also created the Human Resources Development (HRD) system unit which is responsible for recruitment and training matters.

#### **1.4 Management Structure**

(Figure 1.3 on page 11)



**Figure 1.3** Management Structure of PT. Pura Barutama Indostamping Unit  
 (Source: Human Resources Division of Pura Barutama Indostamping Unit)

Job Descriptions of each division in PT Pura Barutama Indostamping Unit are as follows:

1. Marketing Sales

The duties and responsibilities of Marketing Sales staff are as follows:

- a. Actively searching for potential customers both local and overseas.
- b. Offering products both the existing quality and custom made.
- c. Sending an offer letter to customers via email.
- d. Requesting sample shipment to marketing admin.
- e. Following up on customer requests to the Research and Development department and Quality Control.
- f. Recapping weekly and monthly individual sales.
- g. Coordinating with customers regarding any complaints and forwarding the complaint to the marketing admin.
- h. Coordinating with Marketing Sales Export in Head Office for order filing from overseas customers.
- i. Creating data reports on the expenditure of funds in the marketing process.
- j. Negotiating with the Unit Plant Manager for any discounts available for particular products.

2. Marketing Administration

The duties and responsibilities of Marketing Administration staff are as follows:

- a. Compiling data of local, overseas and internal (from other Pura Units) orders.
- b. Requesting product samples to the Research and Development department (request from sales staff or directly from customers).
- c. Coordinating with shipping staff for sample shipment to customers.
- d. Receiving complaints from customers which are forwarded to sales staff, QC, RnD, or any other relevant department.
- e. Creating data recap of the Marketing Sales expense report and forward it to the finance department.

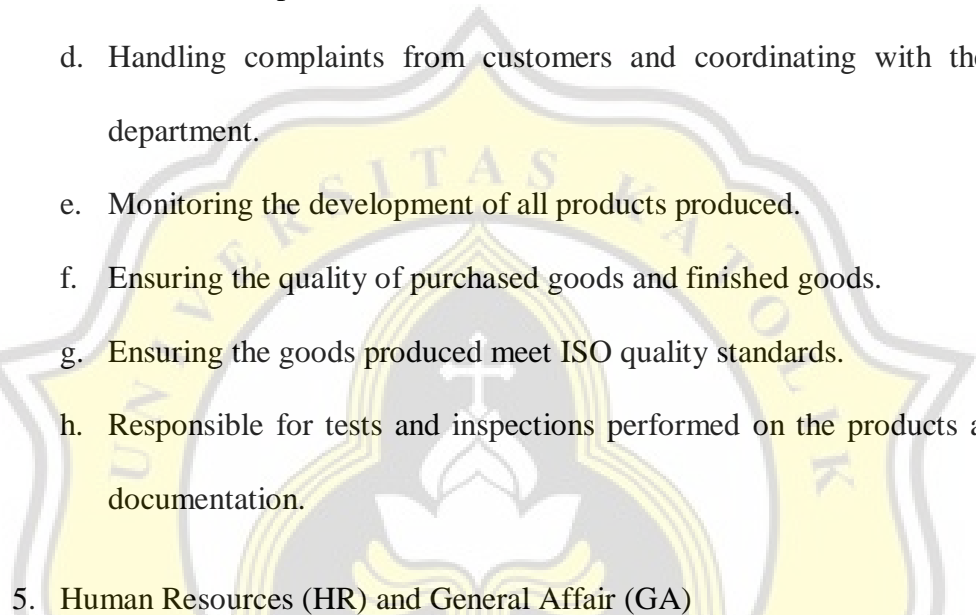
### 3. Research and Development (RnD)

The duties and responsibilities of the Research and Development staff are as follows:

- a. Fulfilling requests for material product development corresponding to customers' needs.
- b. Creating new innovations for foil (color, pattern, media to apply) and window film (metallic content, infrared, security film, color, transparency).
- c. Ensuring the company's quality of performance according to the company's standards.
- d. Coordinating with QC for any rejected product that needs to be repaired.

### 4. Quality Control (QC)

The duties and responsibilities of Quality Control staff are as follows:

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- a. Verifying product quality with the parameters used in the company.
  - b. Monitoring every process in the goods production.
  - c. Identifying problems or issues regarding product quality especially rejected and returned products.
  - d. Handling complaints from customers and coordinating with the RnD department.
  - e. Monitoring the development of all products produced.
  - f. Ensuring the quality of purchased goods and finished goods.
  - g. Ensuring the goods produced meet ISO quality standards.
  - h. Responsible for tests and inspections performed on the products and the documentation.
5. Human Resources (HR) and General Affair (GA)

The Human Resources department and the General Affair have different responsibilities. Human Resources focuses more on employees' welfare while General Affair manages matters relevant to the company's supporting operational facilities. In the Indostamping Unit, both the HR and GA are merged as one department. The duties and responsibilities HR GA staff are as follows:

- a. Handling intern acceptance matters.
- b. Managing and recording all damaged facilities within the unit both office and production, and requests for repair.

- c. Managing employees' daily attendance, paid leave and overtime.
  - d. Handling procurement of necessary equipment for the company and the maintenance of the purchased existing equipment.
  - e. Handling employees' Social Security Administrator (BPJS) for Health and Employment data and coordinating with HRGA main office.
  - f. Managing employees' health matters within the work environment such as Covid-19 vaccination, mask distribution and permission for medication at the company clinic.
  - g. Coordinating with HRGA main office regarding health protocols implementation policies during the Covid-19 pandemic.
  - h. Distributing employees' monthly health supplies provided by the company such as milk, vitamins and other health supplements.
6. Production Planning and Inventory Control (PPIC) and Purchasing
- The duties and responsibilities of PPIC and Purchasing staff are as follows:
- a. Collecting stored goods data in the formula warehouse.
  - b. Arranging production schedule according to the order to adjust delivery deadline as requested from customer.
  - c. Sorting out product catalogues.
  - d. Planning and monitoring the production process.
  - e. Monitoring for any incoming orders.
  - f. Providing allocation for any machine maintenance schedule.

- g. Managing all transactions related to raw material purchases from suppliers.

## 7. Production

The duties and responsibilities of the production operator are as follows:

- a. Responsible for all production processes from raw materials to finished goods as output.
- b. Coordinating with PPIC regarding the production execution as scheduled.

## 8. Shipment

The duties and responsibilities of shipping staff are as follows:

- a. Coordinating with the Head Office shipment department for both local and overseas shipping.
- b. Handling complaints for any delivery error.
- c. Creating a shipping invoice.
- d. Coordinating with the driver for any problem occurred during the ground shipping process.
- e. Looking for a vehicle for the ground shipping process.
- f. Managing the packaging for ready-to-send goods.

## 9. Finance and Accounting

The duties and responsibilities of Finance and Accounting staff are as follows:

- a. Creating monthly and annual financial statements of the unit's overall inflow and outflow.



- b. Receiving financial statements from other departments inside the Indostamping Unit.
- c. Managing company's financial transactions, management, payments and billing.
- d. Coordinating with the Head Office (HO) finance department for overall financial statements.
- e. Receiving order payment from customer which then will be forwarded to HO Finance department.

#### 10. System and IT

The duties and responsibilities of System and IT staff are as follows:

- a. Creating a platform for inputting data.
- b. Creating an efficient work system in the platform created.
- c. Repairing internet connection within the unit.
- d. Repairing any broken electronic devices.