



**President University**

**Internship Report for**



**PT Master Grafika**

**Aristia Wulandari Putri**

**International Relations**

**016201400022**

**January 2019**

# LETTER OF INTERNSHIP COMPLETION



PT. MASTER GRAFIKA DIGITAL  
Head Office:  
Plaza Kedoya Blok DA no. 16  
Jakarta 11520  
Tel: +6221 5830 3825  
Fax: +6221 5813 152  
www.mastergrafika.com

**MASTER GRAFIKA GROUP**  
*Integrated Below The Line Consultant*

Jakarta, 5 January 2018

## TO WHOM IT MAY CONCERN

The undersigned below :  
Name : Sudarti  
Position : HR Manager

Hereby acknowledge :  
Name : Aristia Wulandari Putri  
Student ID : 016201400022  
Major : International Relations  
University : President University

Has completed her internship program as Marketing Intern, starting from June 3<sup>rd</sup> 2017 until December 2<sup>nd</sup> 2017 in PT Master Grafika.

We wish her the best for the future.

PT.Master Grafika Digital

**PT. MASTER GRAFIKA  
DIGITAL**  
*Darti*

**Sudarti**  
HR Manager

## **TABLE OF CONTENT**

Letter of Internship Completion.....	1
Table of Content.....	2
Preface.....	3
Chapter I: Introduction.....	4
I.1 Background.....	4
I.2 Internship Objective.....	4
I.3 Internship Benefits.....	5
Chapter II: Company Profile.....	6
II.1 History of the Organization.....	6
II.2 Vision, Mission, and Objective.....	6-7
II.3 Organization Chart.....	7
II.4 Core Organization Activities.....	8
II.5 Product and Services.....	8
II.6 Review on the Organization Growth and Trend.....	9
Chapter III: Internship Activities.....	10
Chapter IV: Personal Results/ Evaluation/ Points Learned.....	15
Chapter V: Recommendation.....	16
Appendices.....	17

## **PREFACE**

My previous 6 months have been an excellent and rewarding experience. I have been able to meet and network with so many people that I am sure will be able to help me with opportunities in the future. One main thing that I have learned through this internship is communication skills as well as self-motivation. Having an internship program at Master Grafika was such a valuable opportunity, and I am so grateful to be given the chance to be part of it.

In this internship report I will describe my experiences during my internship period. The internship report contains an overview of the internship company and the activities, tasks and projects that I have worked on during my internship.

First of all, I would say my biggest gratitude to Allah SWT., for His endless blessing for me in any chances He gave me in living my life and completing any stages I have passed until now. The biggest support is and will always be coming from my parents, Mr. Ari Gunarto and Mrs. Sudarti also my little brother, Adrienne Putra Gunarto who always be there for me and keeping me up. My biggest thank you also awarded to my one and only, Aryo Safyandi Wibowo, thank you for this kind of rollercoaster relationship you gave me, thank you for your meaningful thoughts, your amazing advices, your endless support. You are beyond everything for me. I also want to thank to all lectures in IR study program who has helped me in gaining every lesson and fullfill my dream to reach the bachelor degree.

This internship final report is made as a reminder to readers how importance is internship in our future. Internship believed as the right step for the fresh graduates in gaining the new jobs. Internship could bring a valuable experiences in succeeding the job interview and last, it has a opportunity to be hired in the place that we took to intern in.

Warm Regards,

Aristia Wulandari Putri

# **CHAPTER I**

## **INTRODUCTION**

### **I.1 Background**

In some university, an internship program is needed for under-graduated students to prepare themselves in facing the real job experience after graduated. President University requires its students to experience this internship program as a subject that need to be taken in semester 9 for 24 weeks. Beside the purpose of the internship program in President University is as a subject that need to be taken as a requirement to graduate, the program is important to set us prepared in working in a company or organization. This program is also beneficial, since it could gain our skills and knowledge, and broaden our networking.

### **I.2 Internship Objectives**

As an under-graduated student with no experience in working at an institution, there were several objectives that I wished to achieve during my internship program. The first important thing is to gain the working experience; in how to have a responsibility in certain tasks, how to interact with professionals, how to manage thing or even making a decision. These things might or might have not been learned at classes, but the result from once these lessons being applied will be different.

Another objective that I wished to achieve from having an internship program is about enhancing my skills and knowledge. By having several experiences in working, we will precisely learn new things, which will gain us new skills and new knowledge that we never get in classes. Implementing the work everyday will also help us to improve our current skills and knowledge, such as decision-making, leadership, public speaking or communication, time management and many others.

From the internship program, it will also ease us to meet new people from many background, either the internal people from the institution or other professionals who related to the institution. This is a precious opportunity that will help us broaden our network in regards of education or career.

### I.3 Internship Benefits

As written before that this program is benefiting students in the scope of personal development and future career. There are various knowledge and opportunities that might be obtained through internship program, which are;

- Enhance the student professionalism skills, such as time management, interpersonal and organizational management skills.
- Develop a personal work ethic and able to observe their interest and career through internship program.
- Increasing the students' networking. These networking may be able to help students in the future by acting as a reference for a job opportunity later.
- Gaining suggestions from the supervisor by the evaluation during the internship period that could strengthen our performance in the future

## **CHAPTER II**

### **COMPANY PROFILE**

#### II.1. History of the Organization

Master Grafika screen printing was founded by Mr. Sugiharto Surjana in 1984 in his garage. When he first started, he used nothing but silkscreens mounted on wooden frames to cater to the still undeveloped advertising business in Indonesia. Since then, until today, Master Grafika is still well known in Indonesia to be one of the key players in the industry, leading the pack in terms of innovation, service, diversity, and quality.

Today, Master Grafika has three distinct divisions, one for each distinct products, encompassing vinyl stickers and cloth fabrics, spot varnish, large format digital, ceramic and glass decals, and high-precision graphics. Master Grafika is currently developing our in-house Creative and Design department to better help our clients to bring their ideas into the finished product.

#### II.2. Vision, Mission, and Objective

Vision:

To be a proficient printing company.

With its vision, PT Master Grafika hoped to be a proficient printing company using advanced printing technologies and technical expertise to produce cost-effective premium quality products. The years of experience provide the necessary expertise and credibility to ensure client satisfaction.

Mission:

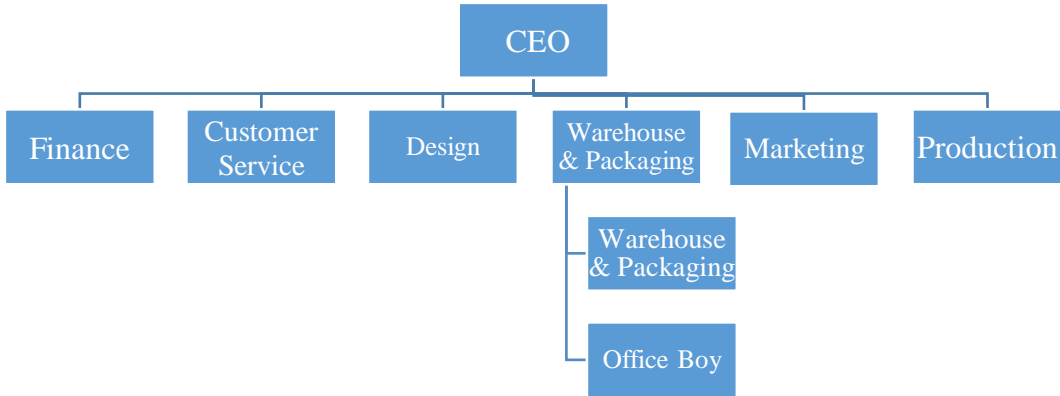
- a. Provide insightful solutions and the importance of support for our clients.
- b. Create effective concepts and design
- c. Work effectively and efficiently



**Objective:**

Adjust clients campaign with suiting budget and expectation. Master Grafika roled as a bridge between company and customers. Master Grafika helped the clients (company) to success their promotion campaign and gain the expect reactions from the customers. It could be arranging the best design, built the best communications with clients, and also discussing for the best cost.

**II.3. Organization Chart**



*Figure 1 PT Master Grafika's Organization Chart*

## II.4. Core Organization Activities

These are several core activities of PT. Master Grafika that mostly engaged with the consumers;

### II.4.1 Commerce

The main activity of Kravasia is on commerce sector. They are selling their products both in online and offline, but mostly offline. They promote both products and service. In promoting the service, they mostly do it by phone or email then arrange a meeting. They provide various affordable products for the consumers to buy with high quality.

### II.4.2 Cooperation

Master Grafika build cooperation with various company in completing the project. It is not merely happened in promotional display but also ceramics decorations. In promotional display, Master Grafika cooperated with various furniture company, furniture store, also design company to complete projects handled in this company.

### II.4.3 Building Trust and Provide The Best Service

Master Grafika company is a customer focused organization. Master Grafika always tried to build the best relations with the customer and providing the refundable products. These facilities are very important for the customer satisfaction.

## II.5. Product and Services

PT Master Grafika provides variety of products which are silk screen, booth, rack display, dummy display, mall decoration, car advertisement branding, gate decoration, and specstand.

## II.6 Review on the Organization Growth and Trend

During my internship period in PT Master Grafika, PT Master Grafika always gain a nice relations with clients. In promotional display that I intern in, Master Grafika always arrange the most suitable cost and expectations. This company also has the increasing number of sales although it is not very significant. The increased number of sales happened because the best cost that Master Grafika has arranged with. Meanwhile, this company need to add the new division which is Digital Marketing. As we know that, Digital Marketing is highly recommended nowadays due to trending the company. It might be completed if the Marketing division will be added with Digital Marketing. Thus, the promotion of service of this company could spread wider.

## **CHAPTER III**

### **INTERNSHIP ACTIVITIES**

Master Grafika has so many divisions, such as screen printing, ceramics decoration, and promotional display. I was in promotional display division as marketing and communication. Marketing is not merely an easy job. Instead, marketing is one of the most important things a business can do. Not only prospects, makes and follows up calls, but it can also increase sales; grow businesses and engage customers; do design coordination; supervise and monitor production, distribution, even the transaction and payment status; which can be elaborated on:

#### **III.1 Handling the marketing flow**

Since there are only three of us from the marketing department, I was literally participated in handling all parts of the marketing flow, from promoting the display product, receiving the order, scheduling the job progress (production and distribution), until monitoring the payment status.

##### **III.1.1 'Datsun' Specstand of PT Nissan Motor Indonesia**

This is the first product that I handled in this internship program. I learned about the product before start everything. The product ordered by PT Nissan Motor Indonesia was specstand. Specstand is an information display that made of aluminium and acrylyc which shows us the specification of the cars. Since PT Nissan Motor Indonesia has been Master Grafika's client, I didn't need to promote the display before. I started with how to receive the order. I participated in the making of the offering letter then followed by scheduling the production progress which is completed in two weeks. In the distribution process, specstands delivered to 50 Nissan

showrooms in Jabodetabek. Each showroom received one specstand. Furthermore, I should monitor the payment status 30 days after the delivery.

### **III.1.2 'Sakatonik' COC of PT Kalbe Farma Tbk**

Unlike products dedicated to PT Nissan Motor Indonesia, PT Kalbe Farma has events on a given period that required the services of Master Grafika as suppliers of display products that are exhibited on event or pharmacy. In my period of internship, the display products that being rendered is Sakatonik vitamin. This kind of display product called as COC (Counter on Cashier) which usually displayed in pharmacy, minimarket or some events. I contributed in the making of offering letter continued with a meeting about the color and model of the product. In this case, Sakatonik display has 4 types of color.

After color and model had been approved, next task was creating the design of the display product. At this stage, the marketing department handed over the task of design to the design department. After the design was completed, the results of the design was submitted to the production department for making the display products. Sakatonik display is made of corrugated carton and duplex 250gr that goes through three processes until finished. In addition, display was delivered to PT Kalbe Farma OTC located in Pulo Gadung. At the offering letter step until payment status should be monitored by Marketing. This affects the smoothness and perfection of display product. I literally contributed in scheduling the production process also knowing deeper about the display color and material to convincing our client. I made sure that everything has completed well.

### **III.1.3 'So Good' Shake-Shake COC of PT So Good Food**

As in the process passed by the previous product display, Shake-Shake display also has some similarities. The same as Sakatonik display, Shake-Shake display is also categorized as COC. Shake-Shake display consisted of corrugated carton and springs. Shake-Shake display also passed through some processes that is similar to Sakatonik display, such as designing and choosing the colors. In the making of this display, corrugated carton was printed and folded and glued together with the other parts of the corrugated carton and then spring laid on it. Shake-Shake display is used as display promotion of the new packaging of So Nice ' So Good ' sausages. Shake-Shake display is used as a buffer of 'So Nice' products. After all the display product was completed, it was delivered to the headquarters of PT So Good Food which is located in East Jakarta. On the final result, this display was exhibited at Alfamart Jabodetabek area.

In this product display processes, Marketing took an important role from the start until it finished. I participated quite a lot in this project, I monitored the flow until it had done. I also received and helping my team to face some complains about this display product. I helped my team to inform the production department to fix the broken springs and delivered back to PT So Good Food.

### **III.1.4 'Hydro Coco' Giant Pack of PT Kalbe Farma Tbk**

Unlike the previous display product of PT Kalbe Farma that exhibited at pharmacy, Giant Pack is used as a promotion display and also height gauges. In the first step, my marketing team and I went to PT Kalbe Farma Pulo Gadung to come to the meeting for concerning the requested product display.

Since the product display will be exhibited at the Trans Studio Bandung, we needed a measurement survey to the location first. After the measurement survey completed, the marketing team did a cost estimate. Furthermore, I created the offering letter as an official request letter. When the offering letter has been approved by PT Kalbe Farma, then I handed over it to the design department for designing the product display with the real size that will be exhibited later. Same as the step on the previous display, the fixed design forwarded to the production department for the making process of the product display. Besides, the marketing team should convince the client about the schedule of the progress (design until production department step).

The next step was delivering the goods. At this stage, because Giant Pack requires the installation process, the marketing team asked for help to some office courier to help the 'giant pack' installation process in Trans Studio Bandung. Delivery and installation process done at night to optimize product displays that will be used the next day. After that, I took a photo of Giant Pack that has been successfully deployed as a proof for the PIC Event of PT Kalbe Farma that product display ordered had been completed.

### **III.1.5 'Holisticare' Clipstrip of PT Indocare Citrapasific**

This is the last product display which I participated in. At the same time, it became the first company that I had been promoted to before. In the middle of the internship month, marketing team taught me about the promotion steps that have to do to get the new company. Marketing team offers services via telephone. After getting an email from PT Indocare

Citrapasific, I sent a company profile for further stage. One month later, PT Indocare Citrapasific plan our meeting.

Me and the marketing team visited PT Indocare Citrapasifik for meeting which located in Meruya. At the meeting, the PIC Event of PT Indocare Citrapasifik introduced their product namely Holisticare. We were discussed about the allocation of display product, type of display, display materials, and others. In the end, it decided that clipstrip as the chosen type of display product. In this case, Holisticare clipstrip chose carton and mica as the material of the product display.

The next process is similar with the previous display product process such as making the offering letter, designing the product display, and distribution. PT Indocare Citrapasifik then asked the PT Master Graphika for sending clipstrip to 100 Alfamart in Jabodetabek area corresponds to the specified location.

At this stage, I contributed in the marketing team to seek additional courier with a daily wage in return. The marketing team and I always monitored the progress since we have to send a weekly report to PT Indocare Citrapasifik. My marketing team and I continued to monitor the display progress until the payment process completed.



## **CHAPTER IV**

### **PERSONAL RESULTS/ EVALUATION/ POINTS LEARNED**

Internship experience during these eight months has taught me so many things. Many experiences that there is a lot of lesson in it which I have not got yet during my college life. Practice and oral talks that I experienced during my internship enriched my abilities and skills that are definitely useful for my future career.

Furthermore, these valuable experience has been created in the beginning of my internship in this company. The environment of professional workers, every task that has given, communication skills through fellow worker and client, even how to stay responsible for work also became the new lessons for me. This internship made me push my limit. I became more diligent, more mature, more responsible in facing any problems, and also more effective and efficient in doing the action forward. With my role as Marketing Assistant, I became accustomed to meet and create a relationship with someone new, how to remain well behaved any characters my client would be, how to resolve complains, and also how to convince people about what we sell to them.

In addition, became a marketing assistant in this company also formed myself to be able to manage my job. By monitoring the flow of every product display that being worked has taught me to count everything well. It constructed me to be responsible for what has been decided with a client, also set up me how to manage the display products that are being worked on with good and effective time. With confronted by the real working environment, I have also become accustomed to wearing polite language in everyday life.

## **CHAPTER V**

### **RECOMMENDATION**

As it has been explained that Marketing is a very important role in this company. Marketing is an important factor in the development of this company. However, marketing team needs some additional personnel to manage the production schedule up to distribution better. With maximizing the quality and quantity of marketing personnel, the product display result will be much better and effective. The company also must develop technology in order to accelerate the process of work. It still needs some resources more in order to develop the marketing system.

On the other hand, there are still policies made by the President University that need some development. The internship for 8 months policy may doubts some of the companies and even most companies will refused. Preferably, the 8 month internship policy can be filled by 2 or 3 companies at once, for the sake of the smooth process of apprenticeship. The policy of taking credits and thesis internships at once can also trigger a particular problem for President University students. Supposedly, the taking of internship and thesis credits can be separated and free to choose which one will be prioritized. This suggestion will enhance in focusing on one aspect to make it perfect and smooth. Moreover, if thesis came after the internship, students will do the best in internship so that it will enhance the opportunity for company to hired us as employees.

## APPENDICES



