

CHAPTER 1

INTRODUCTION

1.1 Background

In year 2018 with the advancement of technology and globalization happen all around the world, people starting more and more concern about life and health. In order to be healthy, people start concern cleanliness and having a lot of needs to fulfill that needs. One of the product needed to keep people clean is soap. Soap created using palm oil fruits that processed into Crude Palm Oil (CPO) and later on being processed again into soap and other derived products. The reasons why palm oil fruits included as one of the ingredients of soap is because it creates a massive bubble (that identic with the capability to clean body), and the price of palm oil fruits that is one of the cheapest that has vegetable fat. Crude Palm Oil also can be processed into chocolate, lipstick, margarine, shampoo and biodiesel.

In this era of globalization, we are surrounded by technology and there is always new innovation in every kind of industry to make everything become easier. For example Go-Jek, an application created in order to help people getting their transportation ready in no time. When Go - Jek first launched its service, customers can only call the driver to contact them as they are going to be picked up, but now Go-Jek is growing their services by making communication with driver through chat room. They also create Go-Food, Go-Mart, Go-Send, and many more to make Go-Jek the most helpful transport application to use. Right

now Go-Jek is being considered as the best application in Southeast Asia and has the best online transaction application with Go-pay.

In every industry, there is always problems that company need to pay attention in order to work more efficiently and more effectively. To solve the problem there are many possible way, and the best method in this era is by using technology. In transportation industry there is Uber, Grab and Go-jek, in e-commerce there are Tokopedia, Lazada, OLX, and many more. There is always new invention to help people live easier and more comfortable. This is only one example of innovation to help people have an easier way to search or to find something based on technology. The form of innovation does not always in technology, but sometimes in the process or maybe in the system and even creating a new device that is helpful to do some jobs, for example GPS Chip which give us the accurate location of some device by being connected through the internet.

In plantation industry especially at PT Triputra Agro Persada, they are trying to change the way of the workers in plantation site to do their job by developing the system. Head office workers are providing information to the worker in plantation site while at the same time compiling information from the worker in plantation site. It is going to be a two way communication system using SAP as our main storage where we put and take all the information through SAP.

The main problem that occurred in this internship was, the lack of communication between plantation sites with the head office. This problem occurs

because the access of communication between plantation sites and head office is difficult. This is causing an information disturbance where the data in plantation sites is not match with the data in the head office. One of the example of this problem that was told by my manager was the problem of transportation.

The truck that counted as a transportation in plantation sites sometimes has a different numbers with the head office. The number of trucks that being stated in head office data maybe there is 4, but in reality maybe the useable truck is only 2. This is causing the productivity to slow down and cannot be maximized. This is why they are searching for an application that are able to connect from one place to another.

But there is not many application that has the capability to provide what the company needed and if the company got what the company are looking for, they do not have any representative in Indonesia, it is not a user friendly application for the people in the field, and sometimes the price can be the problem. When the company was doing some research for the application, they need to consider the ability of the workers, considering the plantation site workers' background and education level. It is hard to introduce the worker to something that they rarely see on daily basis and really high technology. This is one of the responsibilities of Business Process division to list what are the things needed while considering the site workers, and also searching for vendors to build the applications.

In the future there will be a machine that can replace manpower, it will be a huge investment for the future but it will save a lot of money while considering how hard it is to find harvester in the plantation site. Sime Darby Berhad (a merged company consist of 3 groups that is Sime Darby, Guthrie, and Golden Hope) is the biggest plantation company in the world, located in Malaysia which already has the vision of what is going to happen in the near future where almost all of the work will be done by the system and the machine. Human will only be the controller and observer when something goes wrong.

1.2 Duration and Location

This internship took 3 months started from September 12, 2017 until December 12, 2017 in PT Triputra Agro Persada. The office located in The EAST building, Jalan Dr. Ide Anak Agung Kav. E3.2 No. 1, Kuningan RT.5/RW.2, Setiabudi, Kuningan Timur, Kota Jakarta Selatan. The author worked as Business Process Division member where mainly author's job is to search for vendors who provide application or system that can be used in plantation site. Business Process division is led by Mr.Ferry as the manager and Mr. Adrian who leads the IT division and Business Process division.

1.3 Internship Objectives

The objectives of this internship that being carried on PT Triputra Agro Persada are:

- What are the strategic plans of PT Triputra Agro Persada to solve technological support system problems using TOWS?

1.4 Scope of Internship

The scope of internship is as a member of BP (Business Process) division where, the main objective will be to innovate or find a way to help other divisions do their job efficiently and effectively. The author was expected to help the other workers to find vendors based on what are they needed. BP division often work together with IT division where BP division is the one who create the flow of the system, and IT division is the one who make the application corresponding to the system created by BP division.

That is why BP and IT division people usually become the project leader when talking about the system, because they need to interview site workers and searching for vendors while making the process of the application, so when they found the best vendor they can give them the suitable application for site workers. Project leader is the one who lead the project, so the goal of the project owner can be achieved. The project owner is the one who determine what is the goal of the project.

Business Process division as the project leader had to go to the site directly to do the implementation and to supervise everything that happen at the site. So there are many cases, where BP division was even needed to go to the site to see what happened in the site and if there any problem there. In order to create suitable flow they need to know about the process happening in the plantation site and correcting the system flow that they created, make some adjustment so that the workers in the site does not get confused by the system flow created.

1.5 Problem Statements

From what the author had experienced in the company, PT Triputra Agro Persada has a lot of resources they can use, but they are lacking communication with their plantation sites. According to the Logbook in Appendix D, Head of Business Process Division, Mr. Ferry, stated that one of the main problems they need to resolve is communication issue, where there seems to be unmatched data between plantation site with the head office.

“The problem we are going to solve right now is about communication. Distance between the head office and plantation is far, and there are always human errors occurring. For example, they often forget to update the data in their system.” (Mr. Ferry, 17th October 2017)

Hence the internship problem that will be discussed are as follows:

1. What are the strategic plans of PT Triputra Agro Persada to solve technological support system problems using TOWS?

1.6 Report Outline

The author going to explain about the systematics of writing of the internship report that consist of several sub – chapters arranged to clarify the content of the report, in order to help the reader to understand much better while reading this report:

CHAPTER I INTRODUCTION

This chapter explained about the background or the reason of the Internship Paper, duration and location, the objectives, scope of internship, and statement of problem for the internship paper with the title “Strategic Planning of PT Triputra Agro Persada to Develop Productivity and Competitive Advantage.”

CHAPTER II THEORETICAL FRAMEWORK

This chapter going to explain about the theory and definition that is related to the Internship paper taken from sources in form of scientific articles, journals, books, and government websites.

CHAPTER III COMPANY PROFILE

This chapter going to explain briefly about the company the author went in, such as the background of the company, vision and mission, the company organization structure, and the segment of the work PT Triputra Agro Persada is in.

CHAPTER IV ANALYSIS AND DISCUSSION

This chapter explains in detail what the author do and the activities of the author in doing the internship program at PT Triputra Agro Persada and the analysis from the problem statement in Chapter II.

CHAPTER V CONCLUSION AND SUGGESTION

This chapter consists of two parts, the first one is the conclusion of what the author got from the internship in PT Triputra Agro Persada, and the second part is the suggestion from the author for PT Triputra Agro Persada from the result of the analysis of Internship Report.

