

CHAPTER II

INTERNSHIP ACTIVITIES

2.1 The General Description of the Company

CV. Permadi Karya Mandiri is a well-established broiler chicken farming company based in Blitar, specifically located at Jl. Rembang no. 318. Established in 1991 with over three decades of experience, the company has consistently excelled in delivering broiler chickens, Day-Old Chicks (DOC), and broiler chicken farming supplies. For the company, contact information can be reached at 082335515942 (Noni) or through Instagram at [@permardikarya.m](https://www.instagram.com/permardikarya.m).

2.1.1 The History of the Company

The history of this company began in 1984, when its founders, Matori and Tusini, took their initial steps into the business world by selling chickens. Starting in a simple way, they pedaled around town on bicycles to source and sell chickens before gradually expanding their reach to the local market. Matori and Tusini not only operated for their own gain, but they also passionately assisted neighbors in establishing their own chicken sales businesses. They consistently share some of the chickens they acquired with neighbors, to be sold by them again. Through hard work, perseverance, and kindness, the founders successfully built positive relationships with customers and the community, establishing a loyal customer base.

Over time, their business flourished, drawing customers from beyond the city. Recognizing the continuous potential of the growing market, the founders decided to establish their own broiler chicken farm. During this time, they recognized that the need for poultry farming supplies was getting higher, and as a result, in 1991 they opened a poultry shop. This strategic move not only unlocked new business opportunities but also attracted attention from various chicken medicine and vaccine companies seeking to supply their products to CV. Permadi Karya Mandiri. This poultry shop continued to show significant growth, forming close collaborations with many poultry farmer partners in both the city and the district. CV. Permadi Karya Mandiri extends beyond supplying broilers; the company also provides guidance and addresses overall broiler chicken farming needs.

Since its inception, the company has prioritized and emphasized some values, such as honesty, hard work, and responsibility. Consistently applying these values serves as the foundational principle guiding the company's journey to the present day. CV. Permadi Karya Mandiri remains dedicated to integrating these values into its daily work culture, ensuring a steadfast commitment to its principles.

2.1.2 Product and Services of Permadi Karya Mandiri

CV. Permadi Karya Mandiri provides all the necessities for broiler chicken farming, with product sales spread across several locations.

First, there is a poultry shop that provides all the equipment for broiler chicken farming. This shop offers various types of vaccines and medicines to overcome various diseases in both small chickens and adult chickens. In addition, this store also provides a variety of vitamins that are useful for preventing disease and meeting nutritional needs at every stage of broiler development. Other supplies, such as disinfectants for the coop and water sterilizers, as well as feeding and drinking equipment for broiler chickens, are also available at the store. All the products sold are produced by well-known companies in the livestock industry, such as Medion, Sanbe Farma, Agro Makmur Sentosa, Univetama Dinamika, and others. The poultry shop is also a place of collaboration with other broiler chicken farmer partners, where consultations and guidance on broiler chicken farming are conducted.

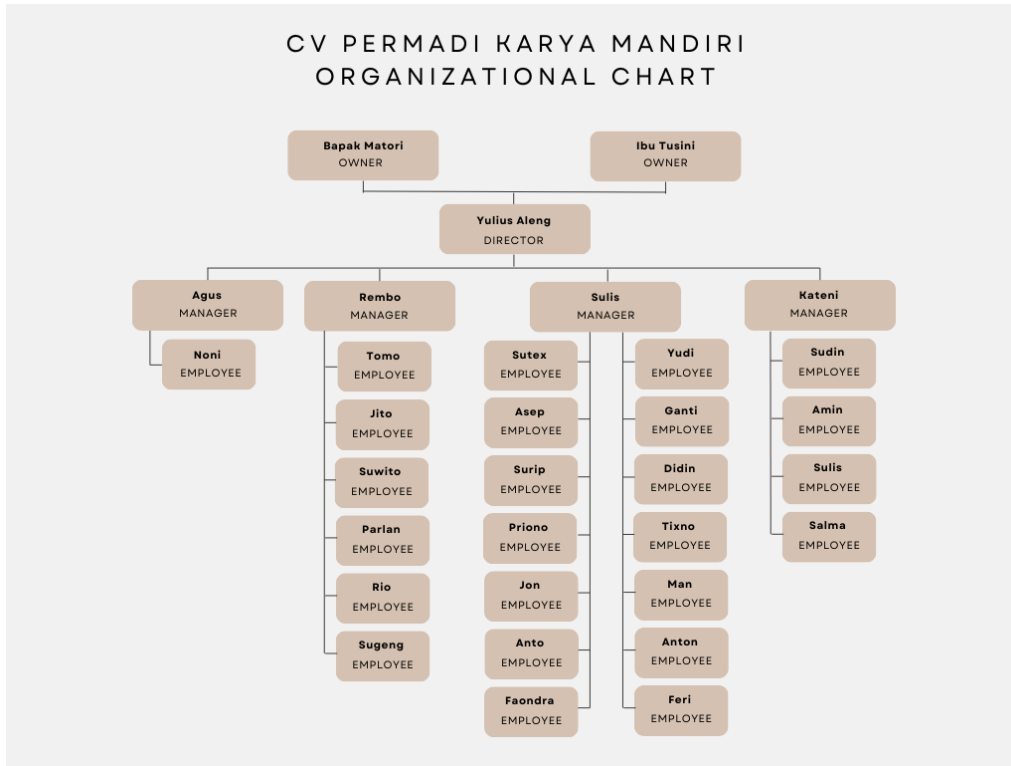
In addition, behind this shop, there is a warehouse for chicken feed and Day-Old Chicks (DOC). In this place, the entire process of receiving chicken feed and DOC products is operated. The delivery process for both products is also carried out here. The chicken feed products are produced by an agricultural company that has been proven in the feed industry,

namely PT. Haida Agriculture Indonesia. Meanwhile, the DOC products are from a reliable and proven poultry company, PT. Chicken Farm Manggis.

Then, CV. Permadi Karya Mandiri also has a broiler chicken farm. After reaching the harvest period, these chickens will be transported and distributed to sales locations for sale. Sometimes, at this location, some chicken farming partners also come to observe directly, gain insights, and deepen their knowledge regarding effective broiler chicken farming practices.

The last location is the broiler chicken sales place, where the majority of buyers are chicken traders in the local market who are looking for a chicken supply to meet their customers' demand. At this location, the arrival and delivery process of broiler chickens to more distant locations is also carried out every day.

2.1.3 Organizational of Permadi Karya Mandiri



Pak Matori and Bu Tusini are the founders also CEOs of the company, where they play a crucial role in decision-making, driving operational processes, and achieving the company's goals. Their responsibilities include creating a long-term vision and mission for the company, being the main initiators of ideas, and forming an effective team. As founders, they are also directly involved in the development of the company's products and concepts, as well as the management of the team and all employees. Additionally, they also hold responsibility for the company's financial and other aspects.

The company's director, Pak Aleng, plays a strategic role involving several key responsibilities to ensure the success and sustainability of the company's operations. His role includes decision-making and developing the company's long-term growth strategy, monitoring daily operations to ensure efficiency and consistency in all processes, as well as risk management by evaluating and developing strategies to address potential risks. In addition, he is also involved in the financial management of the company, including aspects such as financial reporting and strategic financial decision making. As a director, he is also responsible for building and maintaining positive relationships with stakeholders related to the company.

Under the director's leadership, the roles of managers in various operational areas of the company have different task focuses. Pak Agus, as the manager of the poultry store, is responsible for managing inventory and stock in the store, handling transactions and customer services, as well as providing consultation and guidance to customers regarding broiler chicken farming. Meanwhile, Pak Rembo, as the manager at the feed and DOC warehouse, is in charge of ensuring the availability of feed and DOC stock, maintaining the safety and quality of stored products, coordinating with related parties for delivery and receipt of goods, and managing the arrival and delivery processes to the customer as well. Then, Pak Kateni, as the manager of the broiler chicken farm, is responsible for the operational aspects of the farm, ensuring the health and condition of broiler chickens,

maintaining cleanliness and safety in the farming area, and managing production data of broiler chickens. Finally, Bu Sulis, as the manager in the broiler chicken sales department, is tasked with managing sales, overseeing broiler chicken stock availability, handling transactions, and maintaining good relationships with customers and business partners. Under management, there are employees in each operational place, with varying numbers depending on the needs and scale of operations.

2.2 The Activities

The internship program at the CV. Permadi Karya Mandiri started on Wednesday, September 6, 2023 and ended on Monday, November 6, 2023. I was assigned to the social media admin section that were responsible for making the company's profile.

In the first week of the internship, I was given the opportunity to get to know and understand the company deeply and comprehensively. My main focus was to understand the company's operational mechanisms, organizational structure, and explore the work processes implemented. Additionally, during this first week, I also tried to gain deep insights into the various products and services offered by the company. This aimed to equip me with a comprehensive understanding of all aspects of the company's business. Moreover, I also carefully understood the roles and responsibilities that will be carried out in the internship. This involved active interaction

with team members and a deep understanding of the tasks carried out in daily contexts. All the understanding and information gained in this first week are expected to provide a strong foundation for contributing optimally during the internship period.

In the second week of the internship, my activities are the development of the company's website. This process began with exploring references for the company's website through Google and TikTok platforms to gain the latest and relevant inspiration in website design and function. Then, I designed the concept and content to be presented on the website. This involved considerations about what information needed to be presented, that in line with the company's goals and needs. I am not only considered the visual aspects but also ensured that the content presented could effectively communicate the company's values, message, as well as the products, and services to website visitors. After designing the website concept, I consulted this with the company's manager for feedback and further guidance. After receiving feedback from the manager, I made revision to improve and perfect every desired aspect. Then I continued to find a website builder that was practical, efficient and suitable for the project's needs. After finding the right website builder, then I chooses a website template that matched the previously designed concept.

In the third week of the internship, I entered the active work of website creation and development. At first, I worked on the concept of "Home" section, where this section is designed to provide brief information about the company and introduce its products and services offered

concisely. The purpose was to create an attractive and informative landing page, inviting visitors to explore further. Furthermore, during this week, I also worked on the concept of "About Us" section, which contains information about the company's history and values. In the process development of this section, I conducted direct interviews with the company's founders to gain a deeper and comprehensive understanding of the company's history and values that form the foundation of the business company. Moreover, I added a "Dedication" in the "About Us" section as an expression of appreciation to customers. By including gratitude and dedication section, the aim was to make the website not only a source of information but also capable of building a sense of community with customers, inviting active engagement and sustained interest from visitors. After completing the concepts for "Home" and "About Us," I consulted these concepts with the manager. After receiving feedback from the manager, then I revised it to implement improvements and ensure that the approved concepts accurately reflected the company's message and identity. The next step was to develop these concepts into a final form that ready to be integrated into the website. After successfully developing these concepts, I consulted with the manager again to ensure that the content written was in line with the company's needs.

In the fourth week, after going through the revision stage and getting approval, I put the final results into the website. After completing the "Home" and "About Us" sections, I continued working on the "Products" section. Considering the diversity of products offered, I created six categories within the "Products" section. These six categories included DOC & broilers, chicken

feed, chicken medicine, chicken vitamins, chicken vaccines, and disinfectant & others. This step was taken to facilitate customers in finding and understanding the products they want. In the sections of chicken medicine, chicken vitamins, chicken vaccines, and disinfectant & others, I displayed product photos, product names, and product descriptions. Meanwhile, in the sections of DOC & broilers and chicken feed, I displayed photos and further explanations about the products. During this week, I spent time doing the product photo shoots using various equipment such as backgrounds, photo boxes, and lighting. After completing the product photo shoots, then I edited the photos. Then I continued working, putting product photos, names, and product descriptions on the website, and making draft of information about DOC & broilers and chicken feed. After that, I consulted with the manager to receive feedback.

In the following week, which is the fifth week, after receiving feedback, I made revisions according to the feedback given, then consulted it again with the manager to ensure the suitability of the writing. After that, I put the final version into the website. In this fifth week, I worked on the last section, which was "Contacts." In this section, I provided the company's contact information to make it easier for customers to get further information. I put WhatsApp numbers, email, Instagram, address, and a map to facilitate visitor access to the store. At the end of the "Contacts" section, I added a "Get in Touch" form that contained name, email, and a message that can be filled in directly by customers if there are further needs or questions. After completing this section, I consulted it with the manager. After getting approval, I put the final version into the

website. In this fifth week, 80% of the website work was completed after finishing all sections. Then I provided the unpublished website link to the manager for feedback, ensuring that the website content aligns with the company's message and goals.

In the sixth week, after revising and ensuring the entire website was in order, I engaged in activities outside the store to take additional photos in order to enhance the website. In this sixth week, I visited the company's broiler chicken farm which located in Tumpang, Blitar, and company's broiler chicken sales store that located in Balapan, Blitar. I also took photos at the feed and DOC warehouse. After taking photos, I went through the editing process and then immediately put them into the website. Additionally, during this week, I proposed the idea of creating a company social media account, which was Instagram, along with the concept. This idea received positive response from the manager. After receiving approval, I created the company's Instagram account with the username [@permardikarya.m](#). I also created a link tree placed in the Instagram bio, that containing the WhatsApp number, email, and website link, making it easier for customers to contact and find more information about the company through the company's website.

In the last two weeks, the seventh and eighth weeks, the manager conducted a final check before the website was published. Once it was ensured that the website met the company's expectations, I published the site (<https://permadikaryamandir.zyrosite.com/>). After successfully completing the company's website creation, I shifted focus to creating content on Instagram. I

began by making a list of content that include information about the store, the products offered, as well as various informative information about the broiler chicken farming world. In the process of creating each content, I started by taking videos or photos that showed essential and interesting aspects of the store or the products. After having video material, I went through the editing process. Then, I made a draft caption and then developed them. After that, I consulted the content along with its captions to the manager. Once the captions were reviewed and was considered interesting and appropriate, I continued with the final step, which was posting it. During these last two weeks, I consistently and regularly uploaded content every day on Instagram feed, reels, and stories. I also uploaded several activities on Instagram story such as the arrival of feed and the delivery of feed. Not only limited to Instagram, every content produced were also uploaded to WhatsApp stories.

2.3 The Problems

During the internship program, as I observed, learned, and gained a deeper understanding of the company, I identified several critical issues. Firstly, CV Permadi Karya Mandiri is a substantial company that has been established for a long time. However, it has long relied on the same group of customers and partners for many years. Despite being well-established, the company has substantial untapped potential for further growth. The high dependence on this particular group can create significant long-term risks. For instance, if any of the customers or