

CHAPTER II

INTERNSHIPS ACTIVITIES

2.1 General Description of The Company

Kirana Tour and Travel is an established travel agent headquartered in Malang, Indonesia. This company is located precisely in the Ruko Istana Dinoyo Complex Kav D-16 Jl. MT Haryono 1A Malang, East Java. Established in 1996, Kirana Tour and Travel has become a key player in the travel industry in the country, offering a comprehensive range of services to meet the diverse needs of domestic and international travelers. The company provides services such as tour packages, airline tickets, hotel reservations, and other travel-related solutions. Known for its commitment to customer satisfaction and innovative travel offerings, Kirana Tour and Travel has expanded its wings by collaborating with Air Asia (ATSC Malang). AirAsia itself, as many people know, is the airline owned by Tan Sri Anthony Francis "Tony" Fernandes. Before becoming Indonesia AirAsia, this company was previously called Air Wagon International (AWAIR) which was founded in 1999. The presence of Kirana Tour and Travel is a bridge between tourists and various travel service providers.

2.1.1 History of Kirana Tour and Travel

Kirana Tour & Travel and ATSC Malang are established under PT. Kirana Anugerah Terindah. This company was founded by Mr. Immanuel Ustardi Osijo. He is an entrepreneur and lecturer. He has several degrees in the world of education. Namely, a Doctor in Management at Malang State University, a Master of

Management at Indonesian European University, and Bachelor of Management at Stie Yapan Surabaya.

Before getting various degrees in education, Mr. Immanuel was a driver before founding a company in 1997. In 2015, Mr. Immanuel founded Go Rame Rame, which is a company that specializes in providing tours. In 2018 Mr. Immanuel Ustardi Osijo became a commissioner at the My Trip My Style company. Furthermore, in 2014 Mr. Immanuel collaborated with Air Asia and opened a branch called ATSC Malang, and in 2015 Mr. Immanuel became a lecturer at Ciputra University, Surabaya, and also at Brawijaya University, Malang in 2018.

Currently, Kirana Tur and Travel is led by Abraham K.M. Osiyo who became a CEO (Chief Executive Officer). Kirana Tour and Travel collaborates with several companies. Among them:

1. SCTV Group Jakarta
2. Coverage 6 Jakarta
4. PT ITS Science Indonesia
5. Hermina Group Hospital
6. Indomarco Group
7. PT PG Rajawali Group
8. Tentrem Bodywork
9. Malang District Government
10. East Java Livestock Service
11. Universitas Negeri Malang
12. Brawijaya University Malang

13. Muhammadiyah University of Malang
14. Ciputra University Surabaya
15. PT Pama Persada Palembang
16. Malang District Court
17. PT Cargill Indonesia
18. BBIB (Artificial Insemination Center)
19. Bank Indonesia Malang
20. East Java Times
21. Times Indonesia

2.1.2 Organization Chart of Kirana Tour and Travel

The Kirana team structure and positions are outlined below. Lia Anjaini, Vetricia, and Tasya represent the tour division. Fia and Yusril are members of the finance team. Enry, Dimas, and Revan are all part of the ticketing and shuttle division. And the ones that cried out in the AirAsia ticketing division are Syams, Billy, Monica, and Yuda.



Figure 1 Organization Chart of Kirana Tour and Travel

2.1.3 Services of Kirana Tour and Travel

Kirana Tour and Travel provides several services, such as:

1. AirAsia Travel Sales Centre Indonesia (AirAsia Indonesia ticket wholesaler)
2. Airplane Tickets (Domestic and Overseas)
3. Trace Rasuk + Al AQSO
4. Holyland Pilgrimage
5. Hotel vouchers (domestic and overseas)
6. Rent a car
7. Airport shuttle (Juanda)
8. Travel between cities
9. Visa and passport processing
10. MICE (Meetings, Incentives, Conferences, Exhibitions)



Figure 2 Domestic and International Tour

2.2 The Activities

The author interned at Kirana Tour and Travel from September 1 to October 31, 2023. On September 1, the author was introduced to the Kirana Tour & Travel staff and given an explanation of the task division, what tasks will be completed, and office hours. Ibu Lia, the manager at Kirana Tour & Travel who supervised the author throughout her internship, decided to rotate divisions every two weeks for two months. Air Asia operates two divisions: ticketing (ATSC Malang) and tour and travel. The author also spoke with Kirana Tour and Travel's founder, Mr. Immanuel Ustardi Osijo, who wanted interns to learn and comprehend every task in all divisions of the company.

In the first week, the author was assigned to Air Asia's ticketing division (ATSC Malang). The author was involved in a variety of duties that contributed significantly to her comprehend of airline operations and customer service. Mastery of the Air Asia system was a main goal, and the author grew skilled at using shortcuts to move easily through the many operations. At the same time, the author improved her communication skills by employing WhatsApp shortcuts to react to consumer inquiries quickly. This involves not just responding to frequently requested requests, but also verifying and explaining additional baggage fees in clear and concise terms. Furthermore, the author obtained practical experience in quickly adding luggage to existing bookings using precise codes. The majority of the author's tasks is to learn the Skyspeed Newskies system and carrying out the processes that lead to ticket issues. This involves understanding how to promptly

and completely issue tickets. The author also learned to make ticket reservations and price-check group bookings, displaying her ability to manage a wide range of jobs in the aviation business. As part of a customer communications plan, the author learned how to convey information regarding ticket prices and additional baggage in a consumer-friendly manner, emphasizing clarity and transparency. In addition, the author was able to create an itinerary after receiving the booking code, demonstrating the author's organizational skills. Overall, this first week provided invaluable insight into airline operations, customer communications, and the complex systems that contribute to a smooth travel experience.

Over the next week, the author participated in a variety of events that provided a thorough insight into the complexities of the airline industry. First, the author learns about numerous external ticket purchasing points by researching agents outside of Air Asia. One of the author's roles is to efficiently handle ticket rescheduling requests and demonstrate the author's ability to navigate and manage changes in the system easily. Furthermore, the author received hands-on expertise in improving the client experience by including essential amenities like as meals, luggage, chairs, and wheelchairs, as well as effectively incorporating infants into the booking process. By using the phonetic alphabet, the author learns the art of correctly writing and organizing codes, ensuring successful team communication. Handling customers who come directly to the office is another aspect of the author's role, where the author develops strategies to meet their needs quickly and professionally.

Additionally, the author studied the complexity of group bookings, comparing prices between Newskies Skyspeed and Air Asia websites for optimal decision-making. This includes checking and managing group bookings in the Nweskies Skyspeed system, demonstrating the author's ability to handle a wide range of tasks within the airline's operational framework. Entering passenger data into the system accurately is an important aspect of ensuring a smooth travel experience for customers. Additionally, the author learned to navigate and interpret flight updates for customers experiencing flight changes, thereby providing them with relevant and timely information. Lastly, this internship equipped the author with the skills to produce a daily report at the end of each week, summarizing and analysing the week's activities, thereby contributing to the author's overall understanding of the operational and customer service aspects of the aviation industry.

In the following week, which is weeks three and four, the author was introduced to the tour and travel division. The author records travel orders, confirms orders for the next day, makes receipts, makes travel documents for drivers, makes fuel vouchers, and makes driver travel schedules. Apart from that, the author learned to make an itinerary which was trained directly by Ibu Lia. The author also helps create videos for content on the Air Asia and PergiRameRame accounts.

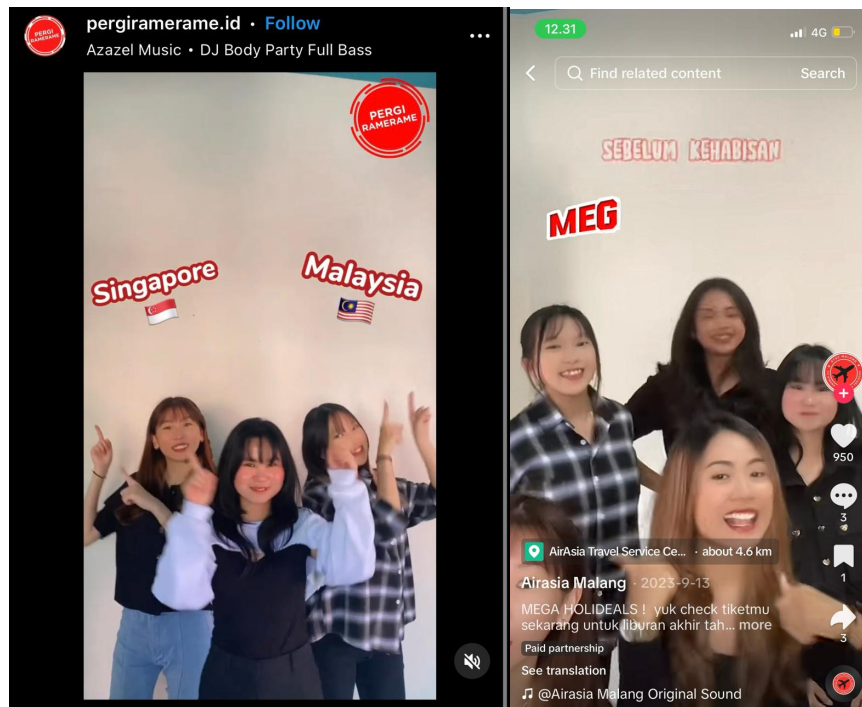


Figure 3 The interns on AirAsia and PergiRameRame's content

In the following weeks, the author only repeats and adapts the lessons learned in previous divisions. If there are no customers, the author does small things like preparing goodie bags for the upcoming tour.

Aside from that, the author got the opportunity to work in the field as an assistant tour leader for four days in Malaysia. The author had the opportunity to accompany a group of students from the University of Malang to the FEB 2023 Outbound Mobility activity. The group tour involved 47 people. The author serves as an assistant tour leader and assists Ka Lia throughout the journey. The author completed a variety of responsibilities, including attaching name tags and ribbons to suitcases, assisting in the group's navigation, delivering room keys, coordinating group members on various modes of transportation, and ensuring the trip ran smoothly. During her duties, the author learned a lot, including how to

communicate with a large number of people, how to coordinate a large group, and how to handle challenges during the tour. The author's public speaking skills also improved, as did her understanding of how a tour leader should act. This opportunity allows the author to put what she learned in lectures into practice.



Figure 4 The author as a tour leader in Malaysia

During her internship at Kirana Tour and Travel, the author felt very grateful because she got an internship place that was supported by a friendly environment. The author also thanks all the staff and team of Kirana Tour and Travel, especially Mr. Immanuel the founder of Kirana Tour and Travel. The author also feels comfortable with the work undertaken during the internship, so the author is interested in working in the tourism sector after this internship.

2.3 The Problems

During the internship at Kirana Tour and Travel, the author discovered several problems as follows:

2.3.1 Incorrectly Data Input

During an internship at Kirana Tour & Travel, as an assistant to the Tour Leader, the author found an error in entering passenger data that had significant effects on the overall smoothness of the tour. This problem occurs when the ticketing staff fails to keep track of the passport's expiry date, resulting in the ticket being invalid when checked at immigration. Despite great attention to detail, it is clear that errors still occur while entering passenger information into the system, resulting in imbalances in travel records. These errors have an impact on the tour's efficiency because they cause delays and issues. Due to this error, two tour participants were unable to fly. This proves the inadequate quality in the field of Human Resources at Kirana Tour.

2.3.2 Overwhelmed duty of being a Tour Leader

The Tour Leader role is challenging, with a wide range of responsibilities that necessitate a high level of multitasking ability. Tour Leaders are frequently involved in responsibilities that require their whole concentration, such as creating and organizing comprehensive itineraries and scheduling transportation, lodgings, and exciting activities. Challenges arise when the amount of responsibilities exceeds the capacity to carry them out effectively. The author noted that when serving as an assistant tour leader, the tour leader became less focused on her duties

because she was still allocated work outside of her tour leader's responsibilities. The need to deal with a variety of unanticipated situations adds to the workload, which can lead to poor performance on individual tasks. As a result, tasks that should be the tour leader's duty are delegated to assistants who are not yet capable of serving as an assistant tour leader. As a result, striking a balance between addressing the diverse demands of tour participants and ensuring a smooth overall travel experience becomes a difficult task that cannot be accomplished just by an assistant tour leader.