

CHAPTER II

INTERNSHIP ACTIVITIES

2.1 General Description of the Company



Figure 1 Logo of Kirana Tour and Travel

Kirana Tour and Travel is a tour and travel company under the auspices of PT. Kirana Anugerah Terindah which is located at Jalan. MT Haryono Ruko Istana Dinoyo Kav. D-16, Dinoyo, Lowokwaru Malang City, East Java. Apart from centered on services in the tour and travel sector, it also collaborates with Air Asia (ATSC Malang). Carrying the spirit of quality services, collaboration, and openness, Kirana continues to expand its reach with a new branch, namely Pergi RameRame which specializes in the tourism sector. Kirana Tour and Travel has been a successful business for almost 27 years because of the constant high standard of service it offers.

2.1.1 History of Kirana Tour and Travel

Kirana Tour and Travel has grown to be a prosperous and well-known business in the community. The founder of this company is Mr. Immanuel Ustradi Osijo. In addition to his role as founder, Mr. Immanuel holds positions as a lecturer at Brawijaya University Malang and Ciputra University Surabaya. Mr. Immanuel himself is a specialist in the fields of hospitality, marketing, and training trainers. Moreover, this company is led by experienced Abraham K.M. Osijo as Chief

Executive Officer (CEO).

Due to the performance of Mr. Immanuel and his team which provided rapid development for the company, Kirana succeeded in collaborating with various companies. Here is a list of the collaborative corporations:

1. SCTV Group Jakarta
2. Liputan 6 Jakarta
3. PT ITS Science Indonesia
4. RS Hermina Group
5. Indomarco Group
6. PT. PG Rajawali Group
7. Karoseri Tentrem
8. PEMKAB Malang
9. Dinas Peternakan Jatim
10. Universitas Negeri Malang
11. Universitas Brawijaya Malang
12. Universitas Muhammadiyah Malang
13. Universitas Ciputra Surabaya
14. PT PAMA Persada Palembang
15. Pengadilan Negeri Malang
16. PT Cargill Indonesia
17. BBIB (Balai Besar Inseminasi Buatan)
18. Bank Indonesia Malang
19. Jatim Times

Kirana wants to continue to develop and provide every customer with a satisfying and valuable experience on every journey.

2.1.2 Organizational Chart of Kirana Tour and Travel



Figure 2 Organizational Chart of Kirana Tour and Travel

2.1.3 The Services of Kirana Tour and Travel

Kirana Tour & Travel provides more than just conventional travel services. From organizing tailored travel packages and managing significant corporate events to serving as an AirAsia Travel Sales Center in Indonesia. Here are some services that offered by Kirana Tour and Travel:

1. AirAsia Travel Sales Center Indonesia

As an authorized AirAsia ticket wholesaler, Kirana Tour and Travel serves customers to access AirAsia flight tickets seamlessly starting from FIT services, group bookings, independent rescheduling, adding baggage, seat assignment, to add meals.

2. Flight Tickets

Kirana Tour and Travel facilitates the booking of both domestic and overseas flight tickets, ensuring a hassle-free travel experience for its customers.

3. Tour Packages

The company offers an extensive range of tour packages, covering domestic and international destinations. These packages are thoughtfully curated to provide memorable travel experiences.

4. Pilgrimage Tours

Kirana Tour and Travel specializes in pilgrimage tours, including the Trail of the Rasul and Al Aqsa, as well as Holy Land pilgrimage experiences.

5. Hotel Vouchers

Customers can avail themselves of hotel vouchers for accommodations, both domestically and overseas, ensuring comfortable stays during their travels.

6. Rental Car and Airport Shuttle Services

The company provides rental car services for convenient inter-city travel, along with airport shuttle services at Juanda Airport, enhancing the overall travel experience.

7. Inter-City Travel

Understanding the importance of seamless travel within cities, Kirana Tour and Travel facilitates inter-city travel arrangements.

8. Visa and Passport Management

The company streamlines the complex processes of visa and passport management, ensuring travelers are well-prepared for their journeys.

9. MICE (Meetings, Incentives, Conferences, Exhibitions)

For corporate clients, Kirana Tour and Travel excels in organizing and managing MICE events, providing end-to-end solutions for business-related travel needs.



Figure 3 Kirana's domestic tour



Figure 4 Kirana's international tour

2.2 The Activities

The writer's internship at Kirana Tour and Travel started on September 1, 2023, until October 31, 2023. The writer herself was assigned as the ticketing staff, travel staff, tour staff, and Tour Leader assistant (if there's a tour schedule). The writer has been assigned to every division at Kirana Tour & Travel because Pak Immanuel, the company's founder, wants all the interns to be able to gain comprehensive knowledge from every division rather than just one of the divisions. The writer gets to switch divisions for the time distribution once every two weeks. For the first two weeks of the internship, the writer was assigned to work as a ticket agent in the Air Asia ticketing division. For the next two weeks, the writer was assigned to work in the Tour and Travel division. At the first meeting of the writer's internship which is on September 1, 2023, the writer was explained about general information about Kirana Tour and Travel, and our work during the internship period. Kak Lia Anjaini as the mentor of the internship program from Kirana Tour and Travel, also introduced the team that will help the writer during her internship later.

During the first week, the writer was taught about the basics of the NewSkies Skyspeed system, all the shortcut functions that are used in the system, how to check the prices or flights on the NewSkies Skyspeed system, how the process/flow of issuing tickets, learn how to search for a group booking, the process of adding comments, fees, and payments when are issuing tickets, how to add baggage, or reschedule, pay attention to and learn the right language to reply to customer messages, learn where to direct customers who complain, learn meanings in ticketing such as FIT (Free and Independent Traveler), how to do an independent reschedule, know the maximum time customer can reschedule, and how to get the customer's itinerary. During the first-week internship activity, the writer was still being guided intensively by the team in charge of the ticketing division. In this division, there are Kak Yusril, Yuddha, Kak Monica, and Kak Billy who guide the interns to minimize mistakes that might happen.

In the next week, which is the second week, the writer is still assigned to Air Asia's ticketing division. The writer is still being guided by the team, but not as intensely as the first week. In the second week, the writer also learned how to deal with guests who came in person and not online customers. Moreover, during the second week, the writer also learned other new things such as basic things on the POINTER and MG websites, how to make notes for GT (Gudang Tiket) clients, how to calculate bookings via POINTER or MG, spelling booking codes using the phonetic alphabet, how to respond to foreign customers, how to group bookings using the FIT system, how to calculate fees per pax when group booking, how to view financial data entered in NewSkies Skyspeed (shift+F6), and financial report format.

Over the period of two weeks in the Air Asia ticketing division, the writer discovered how crucial concentration is to this field because it plays a direct role in entering customer data such as

name spelling accuracy, matching dates of birth, passenger passport number, and expiration, and booking route on customer tickets, which must be checked carefully.

In the following weeks, which are weeks three and four, the writer was assigned to the tour and travel division. For the first week in the Tour and Travel division, the writer was still taught about the basic things that must be understood while in this division, such as the initial steps for accepting travel orders, knowing the difference between a drop and regular charters, how to record client orders in the bookkeeping, how to confirm bookings, see the car track flow, get an understanding of easier itinerary calculations, how to make receipts for Kirana Travel clients, get to know the fleets used, prices for Drop and Regular Charter Travel bookings, and the conditions for each type of booking. In this division, there are Kak Lia, Dimas, Kak Tasya, and Kak Enry who guide the interns in dealing with customers.

During the fourth week, the writer was still learning new things that are important to know, such as making travel documents for drivers, filling in fuel vouchers, making a list of driver deposits, finding out examples of itinerary designs on Tour Kirana, and broadcast promos that are being offered in Kirana Tour.

In the Tour and Travel division itself, the writer learned that just like in the ticketing division, thoroughness plays an important role because if there is an error in the price listing and there is a price change, there will always be customers who protest. Apart from that, if there is an error in writing the time or route on the driver's travel document, the driver will also make a mistake during the pick-up, which can cause quite serious problems.

For the following weeks, the writer just needs to readjust by re-learning the basic things that are important to know and do while assigned in both divisions. In addition, the writer also does small things while no customers have contacted, such as preparing things for the upcoming

tour schedule. In addition, the interns were also asked for help in creating content together on TikTok. This aims to ensure that interns also learn how the teams usually create content for the Air Asia branch or Pergi RameRame.

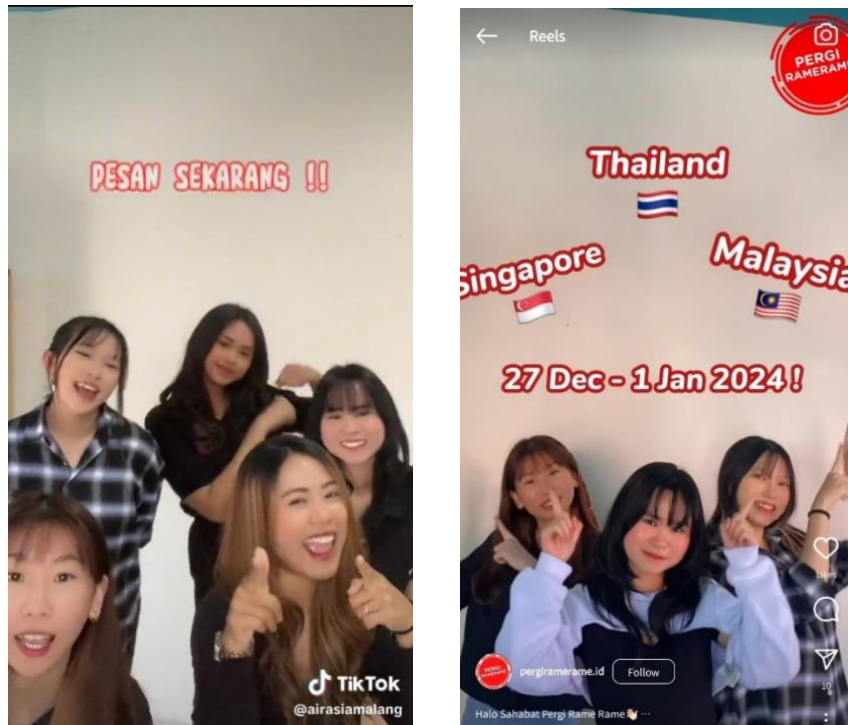


Figure 5 The interns on Air Asia and Pergi RameRame's content

The writer was given the chance to gain practical experience by accepting a job as a tour guide assistant on October 20, 2023. The writer collaborated with Kak Tasya, the primary tour guide while serving as the tour leader's assistant. We got to travel to Yogyakarta at that time for a duration of three days and two nights. The tour guide and the writer were in charge of 17 persons when they were in Yogyakarta. The writer gained an extensive amount of knowledge while working as a tour leader's assistant, including how crucial it is to be aware of the specific travel time to each location, how and what a person truly is a tour leader performs while working in the field, and the importance of being a tour guide who is friendly, hospitable, and takes complete

responsibility for customers. The fact that this opportunity allows the writer to apply the knowledge she already has in the subject makes her obviously grateful for it.

During the internship process with Kirana Tour and Travel, the writer doesn't feel bothered at all by all the things that happened because by experiencing all the things that happened, the writer can learn how to deal with real-world jobs. The writer herself enjoys this internship and feels thankful also blessed to be a part of the Kirana Tour and Travel because all the knowledge that she received from this internship is very useful and fun to learn. The writer also starts to be interested in being in the tourism world.

2.3 The Problems

During the internship, the writer found some problems during the internship program as follows:

2.3.1 High Incidences of Human Errors

Based on the writer's first-hand experiences and insights gained through interactions with the staff during the internship, it becomes evident that human errors are a recurrent challenge, particularly within the ticketing division. This issue is notably pronounced during the ticket issuance process, where a high level of concentration is crucial. The most frequently occurring errors, as identified by the writer, tend to happen when entering passenger names. Instances include missing letters or inaccurately recording passenger status (such as Mr. or Ms.), both of which can significantly impact customer tickets. It is significant that more work must be put in by the on-duty team to correct such problems. Furthermore, the writer acknowledges personal oversight in mismanaging route information when attempting to add baggage. All of these

incidents highlight how human error is still a problem in the ticketing division and this kind of problem is still common.

2.3.1 Difficulties in Scheduling Drivers on Duty Due to Drivers Frequently Choosing Routes Based on the Driver's Personal Preferences

During approximately four weeks assigned to the tour and travel division, the writer could conclude that the team was often confused about making travel schedules because the drivers chose their schedule at will. This is something that happens quite often or could even be said to happen every day. For example, for today's travel order, there is a departure schedule from Malang to Juanda at 05.00 AM and back again from Juanda to Malang at 02.00 PM, if the team offers it to driver A then the driver will refuse on the grounds that he doesn't like the schedule, and If the other drivers are full then this will make the team confused about looking for other drivers. These kinds of issues can also lead to an imbalance in the distribution of drivers' schedules; if the driver refuses and there isn't another option, the driver who was on duty yesterday has to take that schedule, or the driver who already has an adequate number of routes still needs to add more simply because the driver refused due to an unsatisfactory schedule.