

CHAPTER II

INTERNSHIP ACTIVITIES

2.1 General Description of Company

Synergy Management Consultant (SMC) is a consultant management company founded in 1992 by two lectures from Surabaya University, Wiyono Pontjoharyo and Albert Wibisono, and has been in operation for over 30 years. The company is located at Jl. Panjang Jiwo Permai IV No. 44, Surabaya. In the beginning, the company focused on offering financial report services to a limited number of clients with just 2 employees. However, efficient management and a well-structured management system propelled the company into rapid growth. Now, the company boasts over 100 employees and a client base that spans across Indonesia. In 2016, SMC has changed its name to Kantor Jasa Akuntansi (KJA) PT Synergy Ultima Nobilus. They provide a variety of services in the field of management consultation based on accounting, psychology, and technology.

Under Dr. Susan Sutedjo, S.E., M.M., M.Ak., Ak., CA., BKP., ACPA., CPA as the Chief director, who also active in Ikatan Akuntan Indonesia (IAI), she introduces KJA PT Synergy Ultima Nobilus and it became known better. On the other hand, Andy Setidabudi S.E., M.Ak., CMA., CPA., Ak., CA., ICPM., CBV., BKP., CERA., ACPA as the *Head of Division* in KJA PT. Synergy Ultima Nobilus also actively promotes the company since he also a member and a speaker in Ikatan Konsultan Pajak Indonesia (IKPI).

They offer several services in the field of taxation, accounting, financial such as Bookkeeping services, Taxation services, Supervision Financial Statement services, Agreed Upon Procedure on Financial Report services, Compilation of Financial Statement services, Management Consultation services, Financial Consultation services, Technology Based System and Design services, Factual Finding services, other services.

2.1.1 Vision and Mission

Vision

1. “To be the home for empowerment and trusted professionalism.”

Mision

1. “To help the business sustain their future.”
2. “To build the caring and productive community.”

2.1.2 The Organizational Structure of KJA PT Synergy Ultima Nobilus.

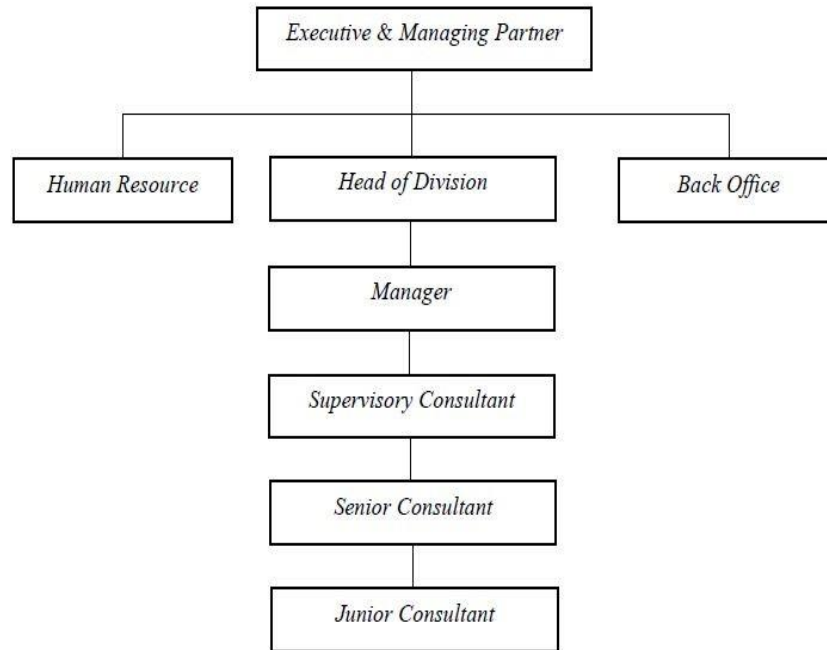


Figure 1 Organizational Chart of KJA PT Syngery Ultima Nobilus

Here is the general description of each division:

1. Executive & Managing Partner

This role encompasses overseeing functional activities like operations, human resources, finances, and marketing, ensuring efficient budgeting, aligning company management with strategic objectives, and strategically managing human resources for enhanced company performance.

2. Head of Division

Head of Division role involves planning by creating budgets and work plans, organizing technical execution for smooth budget implementation, and evaluating budget variances. It also includes maintaining client relationships, managing the team according to client needs, monitoring team performance for client satisfaction, and ensuring the team's capability in handling clients effectively.

3. Manager

In this role, support is provided to the Head of Division in overseeing operational aspects, including inspection of their work, and ensuring timely report completion. Conducting in-depth analyses of client conditions enables the proposal of effective solutions to address their issues and limitations. This involves regular client visits and leadership in on-site meetings to maintain high service standards for client satisfaction. Additionally, there's a focus on team management to ensure optimal performance, alongside contributing to HR development within the division.

4. Supervisory Consultant

The role involves supervising Senior and Junior Consultants to ensure excellent client service. This includes reviewing their work, ensuring timely and accurate reports, proposing solutions for client issues, conducting client visits and meetings, and providing progress reports to the Manager. It also involves contributing to HR development within the division.

6. Senior Consultant

This role involves aiding in technical financial and accounting responsibilities for clients, including data collection, preparing financial reports, such as financial analysis reports and various audit reports like financial statements reviews, operational audits, financial reviews, and investigative audits. Regular client visits are conducted, and the generated reports—financial, analysis, and audit—are printed, archived, and dispatched to the respective clients.

7. Junior Consultant

This role includes assisting in financial and accounting tasks for clients, collecting data, conducting routine visits, and generating various reports like financial analysis and audits. Printing, archiving, and sending these reports to clients are also part of the duties.

8. Back Office

This role manages debt and credit matters, maintains organized document storage, coordinates procurement from suppliers, and verifies the authenticity of client-related documents.

9. Human Resource

This HR role involves guiding and holding subordinates accountable, managing organization development, employee services, and communicating tasks across HR sections. It includes job descriptions, recruitment, reports, training, event planning, collaborations, data archiving, and overall administrative HR management from hiring to departure.

2.2 The Internship Activities

I undertake an internship program with a 4-month work contract starting from August 14th until December 22nd. I engage in activities from Monday to Friday with working hours starting at 08:00 AM to 05:00 PM and there's a one-hour break from 12:00 PM to 01:00 PM. Here are the outlined activities along with their descriptions.

There are several projects that handled by the writer:

1. Company Profile Project

In order to expand the target market, one of the necessary steps was to translate the company profile from Indonesian to English. This was because of the presence of many clients or meetings abroad. The purpose was to facilitate marketing to potential clients and colleagues by providing flyers and brochures in English.

When I received this task directly from the Head of Division, the first thing I did was read and observe the entire company profile. The request from the Head of Division was for me to create three types of text: for the website, brochure, and a smaller flyer. Then, I began to change some words to make it easier to read and then translated it into English.



Figure 2 The printed of Synergy's Brochure and Flyer (old version)

Next, after translating the entire content of the company profile for the website, it was time for me to arrange its grammar to shorten it so that it could fit into the brochure, which was shorter and should provide information that wasn't too long but still fairly comprehensive. The flyer (the smallest) was worked on after the completion of the company profile's website and brochure. What was written in the flyer wasn't as extensive as the brochure; it included the services provided, why choose us (talents portfolio), vision and mission, commitment, contact and social media, and office location.

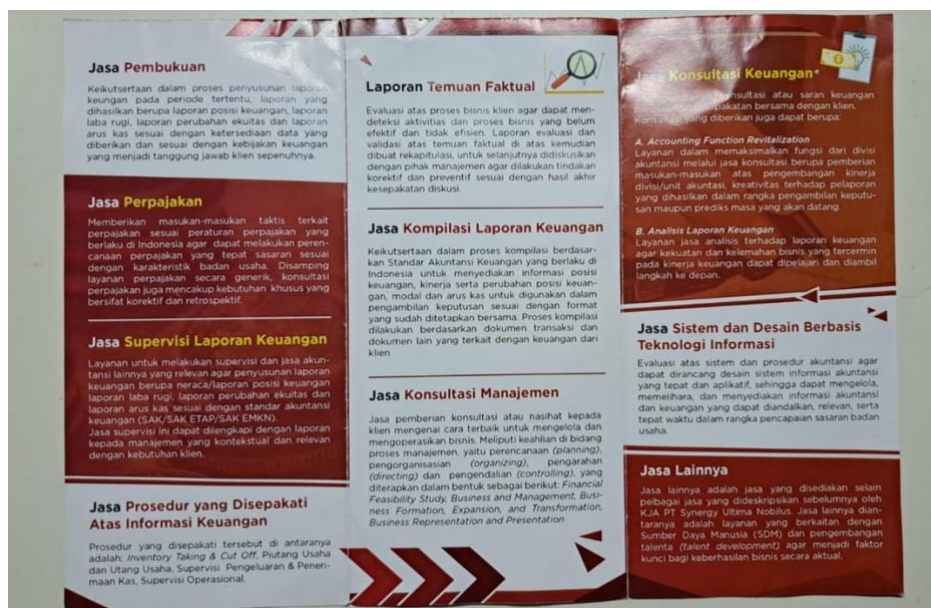


Figure 3 The inside of Synergy's Brochure



Figure 4 The inside of Synergy's Flyer

2. Be Consultant, Why Not? And It's You Internship Program

The next project was to create the program 'Be Consultant, Why Not?' The task in this project was to develop a program that would provide insights to final year students who were about to start internships or enter the life of work of professional. This program specifically targeted students focusing on taxation, economics, and accounting. The goal was to introduce them to the life of a consultant and outline their responsibilities while working in that role.

This program was quite challenging for me as I had to learn about economics, accounting, and taxation. One thing that helped me in completing this program was joining one of the divisions at Synergy, where I observed the lives of consultants and understood the challenges they faced in their roles.

In addition to that, Synergy also had an internship program called "It's You." This program was held before the start of the new semester. For this program, it began in November. Recruitment and interviews took place in December, and the interns started their activities from January to June. It was a 6-month internship program.

In this case, I was assigned to work with one of their HRD (Human Resources Development) team members to complete this project. This project was related to the previous project, 'Be

Consultant, Why Not?' where after introducing that program, participants would be encouraged to try out the role of a consultant in their day-to-day work.

The writer learned that English had provided me with opportunities to access a wider range of information. The writer didn't just rely on Indonesian social media but also found many helpful articles in English to assist me in completing this project.

3. Personal Branding Project

One challenging aspect revolved around personal branding. Personal branding stands as a crucial element for a consultant. This project involves seeking an understanding of and implementing personal branding in every job, particularly in consultancy.

In working on this project, the writer was assigned to attend a workshop held by GRAMI (@gracealoneministry) titled 'Berbagi Kabar Baik Lewat Sosial Media,' where I learned a lot from the workshop. One of the lessons was why content on social media goes viral:

1. Understanding the target market.
2. Relevance to everyone's issues.
3. Stating the Evergreen Problem (a problem that's always exist).
4. Addressing the Evergreen Problem.
5. Following the trend.

These aspects can also be applied when building personal branding. It's essential to have a persona, which is the image projected to the public. A persona creates differentiation while making it easier for people to remember someone.

In this case, the English language has been very helpful in my research on Personal Branding. Numerous English articles have aided me in completing this project. After finishing this project, I sent everything back to the Head of Division who assigned the task to me, and he will implement it for employee development.

4. Instagram Content

One of the projects the writer completed involved creating content for Synergy's Instagram. To kick off this project, I was required to study the social media activities of competitors—what

Synergy already had and what needed to be added. Not only that, but I also needed to understand their target market and the types of content Synergy aimed to deliver.

Here are some of the contents that were reviewed and approved by the supervisor and design team to be showcased on Synergy's feeds:

- Perpajakan WNI yang bekerja dan tinggal di luar negeri
- Aturan Perpajakan Content Creator 1
- Aturan Perpajakan Content Creator 2
- Perpajakan Tiket Konser

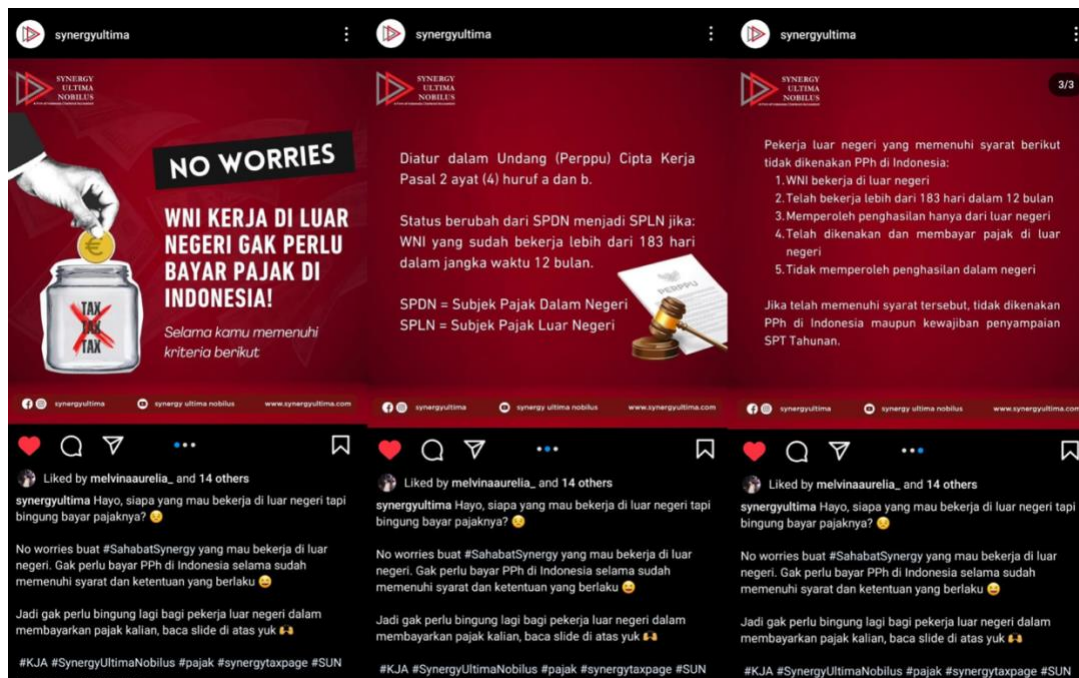


Figure 5 One of the uploaded contents

The process involved me creating content related to taxation, accounting, and economics. The writer then handed it over to one of the consultants responsible for creating content for Synergy. After the review was completed, I returned it to the supervisor who assigned me the task. Once all the reviewed content was approved, I would hand it over to the consultant in charge of content creation and the design team for execution.

In this project, I learned how to select words that would captivate the audience's attention and address their issues. An interesting example is the 'Taxation for Content Creator' and 'Taxation for Concert Tickets,' which appealed to many young individuals aspiring to be content creators and numerous foreign music enthusiasts who enjoyed concerts.

2.3 The Problems

During my internship at Synergy, there were two problems I encountered throughout the internship.

- a. Difficulty in finding language suitable for the industry. A consulting company that handles financial, taxation, accounting, etc., required time for me to delve deeper into their industry. In creating content or other projects, it was essential for me to learn the proper use of words and terms that aligned with the company's audience needs.

For instance, when creating content for tax content creators, it wasn't merely about looking at their income levels. It was also necessary to consider whether the content creator fell into categories such as unmarried, married with dependents, or without dependents.

- b. The social media trend research was also one of the challenges faced. Creating compelling and engaging content necessitated following the trends occurring on social media. This posed a challenge due to the substantial amount of time needed to apply these trends in the contents.

I spent a lot of time monitoring Instagram, YouTube, TikTok, and current news. This also affected my performance during the process of making the contents. A significant amount of time was required to chase trends, considering that trends themselves changed rapidly on social media.