

APPRENTICESHIP REPORT

**PT. LINTAS RIAU PRIMA
(Sales & Marketing Department)**



By:

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**APPLIED BACHELOR DEGREE OF INTERNATIONAL
BUSINESS ADMINISTRATION STUDY PROGRAM
BUSINESS ADMINISTRATION DEPARTMENT
STATE POLYTECHNIC OF BENGKALIS
2024**

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**PT. LINTAS RIAU PRIMA
(Sales & Marketing Department)**

Written as one of the condition for completing Apprenticeship

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Bengkalis, may, 3th 2024

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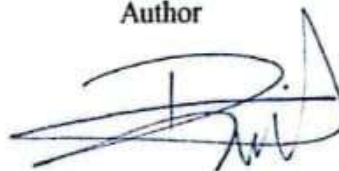
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Author



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CHAPTER I

INTRODUCTION

1.1 Background of the Apprenticeship

In the era of globalization, the development of science and technology is growing rapidly in accordance with the need to demand that qualified and competent human resources have adequate knowledge and technology. It is intended that the development of science and technology by these human resources. By bringing up expertise that can be relied on in the world of work, it will produce ready-made resources both in terms of knowledge, morals, attitudes and other necessary criteria. The progress of the times and technology today is something that cannot be avoided. Likewise, the world of education is always experiencing developments from time to time and the government seeks to improve the quality of education.

Practical Work is the application or practice and application of theories learned factually where in this activity students will get something that can be used as work experience (work simulation) before carrying out actual work activities or work activities, and students can also apply the knowledge gained from the results of the practical work. The implementation of practical work will lead to real work experience, especially in the world of work. The practical work process carried out by going directly to the company will create a new picture of thinking, because here the theory will be implemented, and students will easily understand and learn it.

State Polytechnic of Bengkalis is one of the State Polytechnics located in Riau Province, precisely in Bengkalis, Riau Indonesia. Politeknik Negeri Bengkalis was founded by Yayasan Bangun Insani (YBI). State Polytechnic of Bengkalis accepted its first batch of students in 2001. In 2011 the Bengkalis State Polytechnic changed its status to a State University (PTN). Through the National Education Regulation No. 28 of 2011 concerning the Establishment of Organization and Work Procedures, Bengkalis of Polytechnic officially became a

State University under the name Bengkalis State Polytechnic through the Minister of National Education Regulation (Permendiknas) No. 28 of 2011 concerning the establishment, Organization and Work Procedures State Polytechnic of Bengkalis (OTK Polbeng), which was inaugurated by the Minister of Education and Culture of the Republic of Indonesia on December 26, 2011.

Based on the Regulation of the Minister of National Education No. 28 of 2011 concerning the establishment of OTK Polbeng, in the third section it mentions the Department. Article 22 states that the Department at Bengkalis State Polytechnic consists of the Department of Shipbuilding Engineering, Mechanical Engineering, Electrical Engineering, Civil Engineering, Commercial Administration and Informatics Engineering. In its development until 2017, the Commercial Administration Department has three study programs, namely D-IV Digital Business, D-IV International Business Administration, and D-IV Public Financial Accounting. Each study program has different characteristics and advantages in meeting student competencies. State Polytechnic of Bengkalis emphasizes vocational education which focuses on an educational process that is more on field practice than theory.

International Business Administration is one of the study programs formed by Mrs. Yunelly Asra SE., MM which has focused on learning about the challenges faced by the business world in the international market by accepting the first batch in 2016. State Polytechnic of Bengkalis has the responsibility to advance human resources, especially in achieving the quality of its students. To fulfill and achieve the objectives of education in higher education, it is necessary to apply the knowledge in the industrial workplace that has been obtained by each student. To enter the world of work after graduating from college, every student must have the readiness to face professionalism in their work according to the field they are in. With these demands, practical work activities are carried out outside the room.

In accordance with the curriculum of the State Polytechnic of Bengkalis Business Administration Study Program, every student who will complete their studies is required to carry out Practical Work which has been stipulated in the

decision of the Director of the Bengkalis State Polytechnic in a special regulation. For Postgraduate Diploma 3 students, this practical work is carried out after students have completed a minimum of 4 (four) semesters and fully graduated, carried out for 1 month. As for Diploma 4 postgraduate students, practical work is carried out after students have completed a minimum of 6 (six) semesters and full graduation, carried out for a minimum of 4 months.

Based on the above, as a student of the International Business Administration Study Program, it is hoped that the Practical Work activity will be able to make a major contribution to the development, knowledge, mastery of student skills, and be able to form professional academic personnel, in accordance with the vision and mission to be achieved by the Bengkalis State Polytechnic. With this Practical Work method, it serves as a support for students in carrying out work skills in the business world. During the implementation of practical work, the author was placed in the Sales & Marketing Division for 4 (four) months, students are required to make a Practical Work report as a form of accountability for each activity carried out during the internship. This Field Work Practice was carried out at PT. Lintas Riau Prima Pekanbaru which was carried out for eighteen weeks from February 01 to May 31, 2024.

1.2 Purposes of the Apprenticeship

The objectives of the practical work activities for students of the Bengkalis State Polytechnic International Business Administration Study Program are as follows:

1. Providing students with the opportunity to apply the theories or concepts of knowledge according to their study program that they have learned in college within an organization or company
2. Providing students with the opportunity to gain practical work experience in accordance with the knowledge and skills of their program at PT. Lintas Riau Prima, especially in the sales and marketing department.

3. Providing students with the opportunity to analyze and review theories or concepts with the reality of applying knowledge and skills in an organization or company.
4. Testing the knowledge, skills, and abilities State Polytechnic of Bengkalis students (according to the relevant study program) in the application of knowledge and the students' attitude or behavior in the workplace.
5. Obtaining feedback from the workforce regarding the abilities of students and the needs of the workforce in accordance with curriculum development and the learning process State Polytechnic of Bengkalis (according to the relevant study program).

1.3 Significances of the Apprenticeship

The benefits of practical work activities for students of the International Business Administration Study Program at Bengkalis State Polytechnic are as follows:

1. For Students.
 - a. Students can apply the knowledge (theories or concepts) they have learned into the real working world and can enhance their knowledge and skills through direct involvement in work at PT. Lintas Riau Prima in the sales and marketing division.
 - b. Students gain practical experience in the working world to prepare themselves before being recruited into the workforce.
 - c. Students have the opportunity to analyze problems related to the knowledge applied in work according to their study program.

2. For State Polytechnic of Bengkalis

Bengkalis State Polytechnic receives feedback from organizations or companies regarding the abilities of students who participate in internships in the working world for curriculum development and the learning process.

CHAPTER II

GENERAL DESCRIPTION OF THE COMPANY

2.1 Company Profile

PT. Lintas Riau Prima is a company engaged in the agency and transportation of High-Speed Diesel (HSD) fuel, as well as other supporting business activities such as construction services or industries in the oil and natural gas sector. PT. Lintas Riau Prima (LRP) was established based on Notarial Deed Number 48 dated November 28, 2006, before Notary Benizon, SH, and is located at Jalan Mesjid Al Furqon No 26 in Pekanbaru City, Riau Province. We conduct business activities by prioritizing service, quality, quantity, punctuality, and supporting services for customers. The names of the shareholders in PT. Lintas Riau Prima are as follows:

1. Tn. Haji Rusli Yatim as General Director.
2. Ny. Ika Sartika as Director.
3. Ny. Ety Suryati as General Commissioner.
4. Tn. Agustiawan Syahputra as Commissioner.
5. Tn. Ade Rinaldi as Commissioner.

The purpose and objectives of this company established based on the notarial deed are as follows:

1. Carrying out business activities in the construction sector which include: acting as a developer, general contracting, building construction, bridges, roads, parks, installation work, and so on.
2. Carrying out business activities in the trade sector such as: distributing kerosene, diesel, and gas, distributing fuel for gas stations, selling motor vehicle fuel, exporting and importing chemicals, exporting and importing forest and agricultural products, local wholesale trade, acting as an agent, wholesaler, supplier, and distributor.
3. Carrying out business activities in the printing sector such as: utilizing publishing products, printing and bookbinding, graphic design, and printing.

4. Carrying out business activities in land transportation such as: passenger and goods transportation, expedition, and warehousing.
5. Carrying out business activities in the agriculture sector such as: agro-industry, agricultural industry, livestock, forestry, freshwater or marine fisheries, and plantations.
6. Carrying out business activities in the workshop sector such as: painting motor vehicles, maintenance and repairs, installation and sale of vehicle accessories, and running showroom businesses.
7. Carrying out business activities in the mining sector such as: nickel, coal, silver, uranium and thorium ore, iron sand and iron ore, mining stones, clay, granite, sand, and limestone.
8. Carrying out business activities in the industrial sector such as: chemical industry and chemical products, non-metallic mineral products industry, organic or non-organic fertilizer processing industry, plastic and fiber industry, clean water and waste treatment equipment industry, and lubricating oil industry.
9. Carrying out business activities in the services sector such as: renting machinery and equipment, business, management, and administration consulting, training and skills consulting, and running technical businesses.

PT. Lintas Riau Prima is an Oil and Gas Agency company engaged in the sales, distribution, and transportation of non-subsidized industrial fuel oil (FO). The distribution for sales covers the Marketing Operation Regional 1 area, including Aceh, North Sumatra, West Sumatra, Riau, and the Riau Islands. Lintas Riau Prima is an authorized agent in marketing industrial fuel products from PT. Pertamina (Persero) and from PT. Pertamina Patra Niaga (a sub-holding of PT. Pertamina). The company also maintains the highest quality standard specifications, including official business legality in accordance with the quality standards of PT. Pertamina and the specifications set by the Directorate General of Oil and Gas Indonesia, ensuring that the products delivered to consumers are guaranteed in terms of quality, quantity, and service.

PT. Lintas Riau Prima is one of the authorized distributors and transporters of industrial fuel (non-subsidized) for Pertamina and Pertamina Patra Niaga. The company will continue to expand and strengthen cooperation, partnerships, and business networks to provide products and services that meet the needs of industry partners or consumers. To ensure high standards of service and safety, we have obtained ISO 9001:2015 (quality management) and ISO 45001 (health and safety) certifications. The logo of PT. Lintas Riau Prima is as follows:



Figure 2.1 Logo PT. Lintas Riau Prima

Source: Processed Data

The meaning of the designed logo is as follows:

1. The blue color signifies reliability, trustworthiness, and responsibility in performance.
2. The yellow color represents friendliness and has strong energy, making it easily accessible to various regions.
3. The blue dot symbolizes a drop of oil, which is a key factor representing industrial fuel oil at the company.
4. Lintas Riau is the name of the company that has been used since its inception. Using the motto **PRIMA**, which is interpreted as:

P = Productive

R = Responsive

I = Integrity

M = Mutualism

A = Adaptive

2.2 Vision and Mission PT. Lintas Riau Prima

Every company must have a vision and mission in order to realize its goals and as a driving force to carry out their respective programs, as well as PT. Lintas Riau Prima.

The following is the vision and mission of PT. Lintas Riau Prima Industries “To become a trusted and reliable distributor of oil fuel for industries in Indonesia.”

Mission :

1. To provide customer satisfaction through services and products that meet industrial needs by prioritizing safety, service, administration, quality, and punctuality.
2. To have reliable internal and external capabilities and capacities that continuously develop sustainably
3. To maintain reliable and positive partnerships with various parties that are mutually beneficial.

The values of Lintas Riau Prima as an Industrial Fuel Agent for Pertamina Patra Niaga are Spiritual, Ecosystem, Competent, Agile, Trustworthy, Respectful, and Adaptive, abbreviated as **SEKSAMA**.

1. Spiritual: Believing in God who always accompanies our efforts and hard work to achieve blessings and progress together.
2. Ecosystem: We support social development and environmental preservation as efforts towards sustainable company growth.
3. Competent: We always strive to uphold professionalism to create sustainable cooperation.
4. Agile: We provide the best service quickly, responsively, and accurately.
5. Trustworthy: We prioritize honesty and responsibility to earn and maintain clients' trust.
6. Respectful: We are committed to mutual respect, as everyone should be treated with respect, honesty, and fairness.

7. Adaptive: Continuously adapting and enhancing our potential to be the best.

2.3 Kind of Business

In general conversation, business is inseparable from activities such as production, purchasing, sales, and the exchange of goods and services involving individuals or companies. The aim of these business activities is typically to generate profit for sustainability and to gather sufficient funds for the business or businessman's operations. Historically, the word "business," derived from the English term "busy," originally meant being occupied with activities and work that bring profit. In a broader sense, business encompasses all activities by a community supplying goods and services. Currently, PT. Lintas Riau Prima focuses on two business categories: as an agent for petroleum oil and transportation services. PT. Lintas Riau Prima offers several products and services, each divided into various sections as follows:

2.3.1 Agent of Industrial Fuel (Non-subsidized).

As an official agent or distributor (legally authorized) of petroleum fuel from Pertamina Patra Niaga, we provide services for ordering and purchasing non-subsidized industrial fuel products from Pertamina or Pertamina Patra Niaga. These official industrial fuels comply with the specifications set by the Directorate General of Oil and Gas. Our sales services cover five provinces: Riau, Riau Islands, West Sumatra, North Sumatra, and Aceh. The types of non-subsidized industrial fuels we handle include: (1) High-Speed Diesel (HSD/ADO/Solar), (2) Marine Fuel Oil (MFO) CST 180/360, (3) Peralite/Premium, (4) Kerosene, and (5) Others. The tank trucks used by PT. Lintas Riau Prima range from 5000kl, 10000kl, 16000kl, to 24000kl.



Figure 2.2 Agent of Industrial Fuel
Source: Processed Data

2.3.2 Transportation of Oil Fuel

In terms of services, Lintas Riau Prima also provides transportation of Industrial Oil Fuel (FO) across five provinces: Riau, Aceh, North Sumatra, Riau Islands, and West Sumatra. The services offered are based on both land transport and sea/bunker transport. For land transport, the company utilizes trucks with various capacities: 5000 liters, 10,000 liters, 20,000 liters, and 24,000 liters. Meanwhile, bunker-based services involve delivery to ships or transfers between different ship ports.



Figure 2.3 Transportation of Oil Fuel
Source: Processed Data

2.4 Organizational Structure

An organization is an entity comprising individuals who work together to achieve common goals. To ensure that these goals are met, rules are established so that each member can understand their tasks and responsibilities. The organizational structure created by the management of PT. Lintas Riau Prima

indicates that the company uses a straight-line organizational structure. This can be seen from the top leadership held by the President Director. In an organization, there will always be an organizational structure, which can be described as a chart that systematically illustrates the collaborative relationships of each person within the organization. The general division of tasks and responsibilities at PT. Lintas Riau Prima is as follows:

The Organizational Structure PT. Lintas Riau Prima

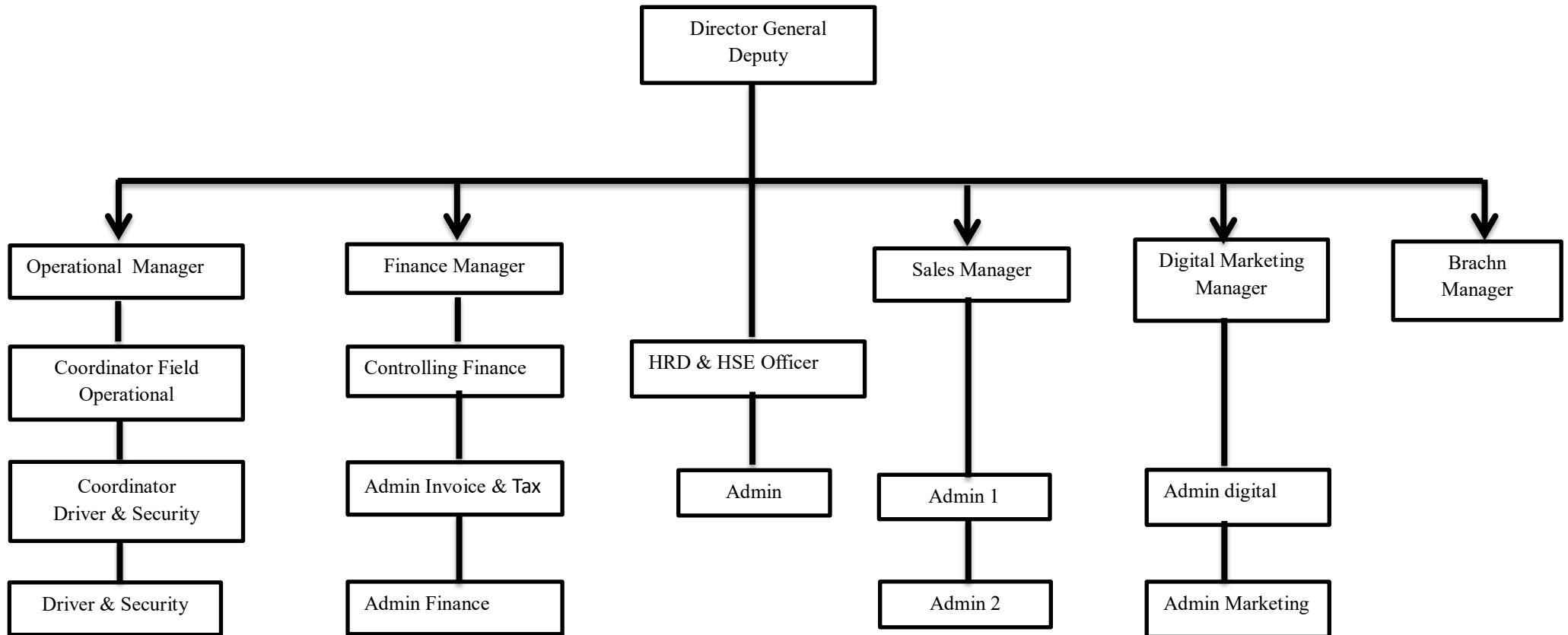


Figure 2.4 The Organization Structural of PT. Lintas Riau Prima
Source: Processed Data 2024

1. Director Deputy

The Director deputy oversees the director responsible for coordinating and controlling activities in the areas of financial administration and personnel. The President Director is also tasked with leading the entire board or executive committee.

2. Director

The duties, authority, and responsibilities of the director are as follows:

- a. Responsible for the company's profits and losses.
- b. Hiring and dismissing company employees.
- c. Responsible for leading and managing the company effectively and efficiently.
- d. Formulating and implementing the general policies of the factory in accordance with the policies of the General Meeting of Shareholders (GMS).

3. Division Finance

This section manages and maintains financial records and reports the financial position to senior management. It is also responsible for book keeping and providing data on financial activities to prepare accurate financial reports for both internal and external parties of the company. This is supported by several parts within the finance section, including administration and invoicing.

4. Division Operation

This section holds a very important responsibility in the day-to-day operations of a company. It is responsible for managing the legality of the company's documents, including cooperation agreements and contract administration. Additionally, the operations section issues HSE (Health, Safety, and Environment) guidelines for drivers and security personnel to ensure that all fieldwork is monitored by the operations team.

5. Division marketing and sale

In this section, there are significant responsibilities for the company. These include conducting market analysis to understand customer needs and preferences, as well as identifying market trends that can influence marketing strategies. Additionally, designing effective marketing strategies to achieve company goals, including target market determination, product differentiation, and pricing.

6. Division Digital

In this section, Responsible for the development and implementation of marketing strategies to promote the company's products or services, both through conventional and digital means.

2.5 The Working Process

On the marketing and sales division in a company, the writer's internship tasks include several aspects. These involve conducting market analysis such as social media analysis to understand the needs and preferences of potential customers, as well as monitoring relevant industry demands in the current era. Additionally, they are guided to learn about the company's ISO implementation, its quantity and quality standards. Consumer association analysis encompasses customer surveys and existing consumer reviews. They are also guided to understand administrative tasks related to outgoing and incoming mail in the marketing division, and to participate in reviews of Support Operations such as field visits and visits to existing customers of the company.

2.6 Document Used for Activity

For the purposes of activities during practical work, there are several tools and documents used to be studied by the author during his internship at PT Lintas Riau Prima, especially in the Sales and Marketing department. Which include the following documents:

1. Attendance of Apprenticeship

Attendance data is the process of recording the attendance of interns during the internship period. This includes recording clocking in and out, as well as any absences that may occur. This attendance is important to monitor attendance levels, measure discipline, and ensure that interns fulfill the required working hours.

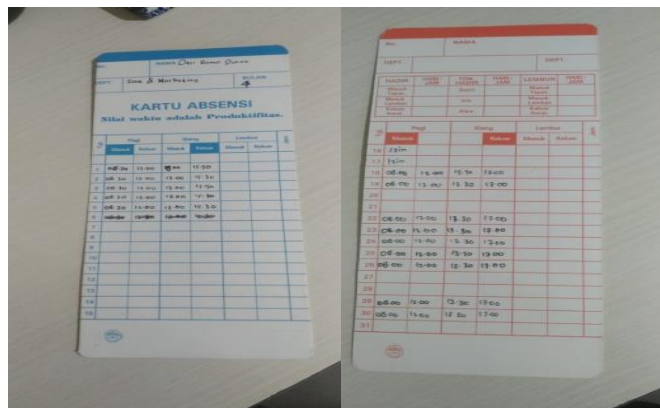


Figure 2.5 Attendance of Apprenticeship
Source: Processed Data 2024

2. Survey Consumer's

A consumer questionnaire survey of product services is a tool used to collect direct feedback from customers about their experiences with a company's products or services.

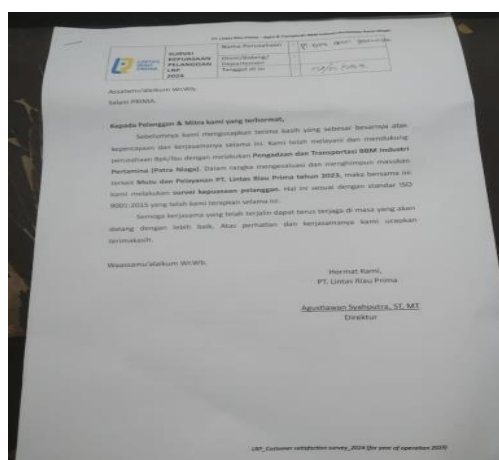


Figure 2.6 Survey Consumer's
Source: Processed Data 2024

3. Analysis Data Consument Existing

Analysis Data Consument Existing is the process of collecting, interpreting, and evaluating information about customer behavior and preferences. The goal is to understand consumer needs, identify market trends, and develop effective business strategies. Through consumer data analysis, companies can evaluate the effectiveness of marketing campaigns, optimize product offerings, and improve customer experience.

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15	28/02/2024 11:23:01	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
16	28/02/2024 11:23:02	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
17	28/02/2024 11:23:03	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
18	28/02/2024 11:23:04	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
19	28/02/2024 11:23:05	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
20	28/02/2024 11:23:06	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
21	28/02/2024 11:23:07	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
22	28/02/2024 11:23:08	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
23	28/02/2024 11:23:09	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
24	28/02/2024 11:23:10	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
25	28/02/2024 11:23:11	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
26	28/02/2024 11:23:12	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
27	28/02/2024 11:23:13	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
28	28/02/2024 11:23:14	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
29	28/02/2024 11:23:15	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
30	28/02/2024 11:23:16	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
31	28/02/2024 11:23:17	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
32	28/02/2024 11:23:18	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
33	28/02/2024 11:23:19	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
34	28/02/2024 11:23:20	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
35	28/02/2024 11:23:21	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik
36	28/02/2024 11:23:22	muhammad19@gmail.com	Muhammad	PT. BUKANAS PLUS	IND	081330000106	Baik	Sangat Baik	Sangat Baik	Sangat Baik

Figure 2.7 Analysis Data Consument Existing
Source: Processed Data 2024

4. Attendance Meeting

Attendance for a meeting is the recording of participants' presence at a gathering or meeting. This is done to ensure who is present, who is absent, and to monitor the participation and involvement of members in the activity.

No	Nama	Jabatan	Paraf
1.	Abdulkadir	CEO	[Signature]
2.	Abdul	CEO	[Signature]
3.	Abdul	CEO	[Signature]
4.	Dr. Rahmatullah	CEO	[Signature]
5.	Abdul	CEO	[Signature]
6.	Abdul	CEO	[Signature]
7.	Abdul	CEO	[Signature]
8.			
9.			
10.			
11.			
12.			

Pejabat/Staff
PT. LINTAS RIAU PRIMA
Abdulkadir Sultra
Direktur PT. Lintas Riau Prima

Figure 2.8 Attendance Meeting
Source: Processed Data 2024

CHAPTER III

SCOPE OF THE APPRENTICESHIP

3.1 Job Description

The during of internship at PT. Lintas Riau Prima (LRP), the author was assigned to the sales and marketing department. Here, the author will directly engage in supporting the company's sales and marketing activities. The author will also be developed with good criteria in collaborating with an experienced team to gain practical experience in managing the marketing department, interacting with potential customers, and supporting overall sales efforts. In the sales and marketing department, there are several authorities and responsibilities in carrying out tasks as follows:

1. Social Media Analysis.
2. Implementation of ISO, Quantities and Company Quality.
3. Consumer Association Analysis.
4. Marketing Administration.
5. Support Operations and Field Visits, as well as visits to existing customers.

3.2 System and Procedur

As part of the marketing and sales division in a company, the writer's internship tasks include several aspects. These involve conducting market analysis such as social media analysis to understand the needs and preferences of potential customers, as well as monitoring relevant industry demands in the current era. Additionally, they are guided to learn about the company's ISO implementation, its quantity and quality standards. Consumer association analysis encompasses customer surveys and existing consumer reviews. They are also guided to understand administrative tasks related to outgoing and incoming mail in the marketing division, and to participate in reviews of Support Operations such as field visits and visits to existing customers of the company.

3.3 Place of Apprenticeship

This Apprenticeship activity is carried out at PT. Lintas Riau Prima From February 01th to may 31th, 2024. During apprenticeship the author is place inthe devision sale and marketing. The company’s provisions regarding the schedule or time of implementation of Apprenticeship are as follow:

Table 3.1 The working schedule of apprenticeship at PT. Lintas Riau Prima

No	Day	Working Hours	Break
1	Monday-Friday	08.00-17.00	12.00-13.30
2	Saturday-Sunday	Off	-

Source: *Processed Data 2024*

This internship/work practice activity is conducte PT. Lintas Riau Prima Jl. Mesjid Al Furqon No. 26. Kec Lima Puluh, Kota Pekanbaru, Riau 28144, Indonesia. Telp +0761-22369. E-mail office@lintasriauprima.com.

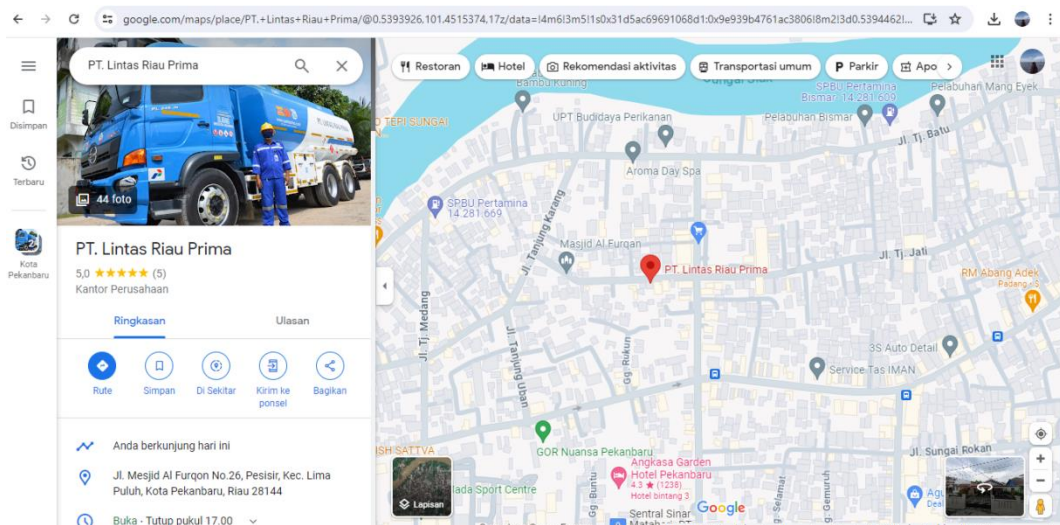


Figure 3.1 PT. Lintas Riau Prima

Source: *Processed Data 2024*

3.4 Kind and Description of the Activity

The activities are Carried out during apprenticeship at PT. Lintas Riau Prima can be seen in the following table :

Table 3.2 Daily Activities from February 01th 2024 to February 02th 2024

No	Day and Date	Activity	Department
1	Thursday February 01, 2024	1. Introduction and briefing with the director of PT. Lintas Riau Prima. 2. Digital mapping through social media is	Sale & Marketing

		quite good, in addition to PT. Lintas Riau Prima, both from Pertamina and non-Pertamina sources.	
2	Friday February 02, 2024	1. Attending the monthly meeting of transportation employees, including drivers and fuel security agents at the pool. 2. Creating an accurate consumer database through internet media.	Sale & Marketing

Source: Processed Data 2024

Agenda of activities or work that has been carried out by the author during the implementation of job training at PT. Lintas Riau Prima in the Sale and Marketing Department from February, 05th 2024 to February, 07th 2024 can be seen in the table below:

Table 3.3 Daily Activities from February 05th 2024 to February 07th 2024

No	Day and Date	Activity	Department
1	Monday February 05, 2024	1. Conducting a Customer and Partner Satisfaction Survey. 2. Promoting the PT. Lintas Riau Prima YouTube Channel on social media.	Sale & Marketing
2	Thursday February 06, 2024	Follow up on creating an accurate consumer database through internet media and old data.	Sale & Marketing
3	Friday February 07, 2024	Attending safety training and fire extinguisher training using APAR at Pool 2.	Sale & Marketing

Source: Processed Data 2024

Agenda of activities or work that has been carried out by the author during the implementation of job training at PT. Lintas Riau Prima in the Sale and Marketing Department from February, 12th 2024 to February, 16th 2024 can be seen in the table below:

Table 3.4 Daily Activities from February 12th 2024 to February 16th 2024

No	Day/Date	Activity	Department
1	Monday February 12, 2024	1. Review the Company's ISO. 2. Promoting the PT. Lintas Riau Prima YouTube Channel	Sale & Marketing
2	Thursday February 13, 2024	Summarizing active customers from 2021-2023.	Sale & Marketing
3	Wednesday February 14, 2024	Election Day	Sale & Marketing
4	Thursday February 15, 2024	1. Revising the digital mapping through internet media of PT. Lintas Riau Prima, both for Pertamina and non-Pertamina. 2. Assisting in rewriting the monthly and	Sale & Marketing

		yearly sales targets on the whiteboard.	
5	Friday February 16, 2024	1. Assisting in creating price offers for customers. 2. Attending sales and digital meetings	Sale & Marketing

Source :Processed Data 2024

Agenda of activities or work that has been carried out by the author during the implementation of job training at PT. Lintas Riau Prima in the Sale and Marketing Department from February, 19th 2024 to February, 23th 2024 can be seen in the table below:

Table3.5 Daily Activities from February 19th 2024 to February 23th 2024

No	Day/Date	Activity	Department
1	Monday February 19, 2024	Make revisions to the customer and partner satisfaction surveys.	Sale & Marketing
2	Tuesday February 20, 2024	1. Revising the survey again. 2. Customer and partner satisfaction until it is finalized for distribution to consumers.	Sale & Marketing
3	Wednesday February 21, 2024	1. Attending a courtesy visit to Pertamina Pekanbaru admin at the Kedai Kopi Selat Panjang, Pekanbaru location. 2. Visiting customers while distributing the customer and partner satisfaction survey.	Sale & Marketing
4	Thursday February 22, 2024	1. Promoting PT. Lintas Riau Prima's tank trucks on social media. 2. Creating a summary of the customer satisfaction survey data offline in table form.	Sale & Marketing
5	Friday February 23, 2024	Continuing the analysis of the offline summary of customer satisfaction survey data in table form into a pie chart.	Sale & Marketing

Source: Processed Data 2024

Agenda of activities or work that has been carried out by the author during the implementation of job training at PT. Lintas Riau Prima in the Sale and Marketing Department from February, 26th 2024 to March, 01th 2024 can be seen in the table below:

Table 3.6 Daily Activities from February 26th 2024 to March 01th 2024

No	Day/Date	Activity	Department
1	Monday February 26, 2024	Assisting in distributing the Partner & Customer Satisfaction Survey online.	Sale & Marketing
2	Tuesday February 27, 2024	Following up on distributing the Customer Satisfaction Survey online	Sale & Marketing
3	Wednesday February 28, 2024	Updating the economic fuel prices for the industry from the past 4 years.	Sale & Marketing
4	Thursday February 29, 2024	Creating a summary of the online Customer Satisfaction Survey data based on the	Sale & Marketing

		database in Google Drive.	
5	Friday March 01, 2024	<ol style="list-style-type: none"> Following up on creating a summary of the online Customer Satisfaction Survey data based on the database in Google Drive. Promoting photos and videos of LRP on social media. 	Sale & Marketing

Source: *Processed Data 2024*

Agenda of activities or work that has been carried out by the author during the implementation of job training at PT. Lintas Riau Prima in the Sale and Marketing Department from March, 04th 2024 to March, 08th 2024 can be seen in the table below:

Table 3.7 Daily Activities from March 04th 2024 to March 08th 2024

No	Day/Date	Activity	Department
1	Monday March 04, 2024	Being the point of contact for distributing e-wallet rewards from the Customer Satisfaction Survey online.	Sale & Marketing
2	Tuesday March 05, 2024	Following up as the point of contact for distributing e-wallet rewards from the Customer Satisfaction Survey online.	Sale & Marketing
3	Wednesday March 06, 2024	Creating a summary of reward distribution data from the Customer Satisfaction Survey online based on the database in Google Drive.	Sale & Marketing
4	Thursday March 07, 2024	Assisting in promoting the LRP business channel on WhatsApp.	Sale & Marketing
5	Friday March 08, 2024	<ol style="list-style-type: none"> Assisting in scanning documents. Helping to prepare food and organize a gathering for all LRP employees before the start of Ramadan. 	Sale & Marketing

Source: *Processed Data 2024*

Agenda of activities or work that has been carried out by the author during the implementation of job training at PT. Lintas Riau Prima in the Sale and Marketing Department from March, 13th 2024 to March, 15th 2024 can be seen in the table below:

Table 3.8 Daily Activities from March 13th 2024 to March 15th 2024

No	Day/Date	Activity	Department
1	Wednesday March 13, 2024	Cleaning the new room and archiving marketing documents.	Sale & Marketing
2	Thursday March 14, 2024	Assisting in preparing the contract for the sale and purchase of Pertamina diesel between HKI and LRP.	Sale & Marketing
3	Friday March 15, 2024	Creating a list of those who have received e-wallet rewards from the Customer Satisfaction Survey via Google Drive.	Sale & Marketing

Source: *Processed Data 2024*

Agenda of activities or work that has been carried out by the author during the implementation of job training at PT. Lintas Riau Prima in the Sale and Marketing Department from March, 18th 2024 to March, 20th 2024 can be seen in the table below:

Table 3.9 Daily Activities from March 18th 2024 to March 20th 2024

No	Day/Date	Activity	Department
1	Monday March 18, 2024	Searching for company associations in Region 1.	Sale & Marketing
2	Tuesday March 19, 2024	Following up on searching for company associations in Region 1.	Sale & Marketing
3	Wednesday March 20, 2024	1. Identifying consumers according to province in Region 1. 2. Updating sales volume on the whiteboard.	Sale & Marketing

Source: Processed Data 2024

Agenda of activities or work that has been carried out by the author during the implementation of job training at PT. Lintas Riau Prima in the Sale and Marketing Department from March, 25th 2024 to March, 28th 2024 can be seen in the table below:

Table 3.10 Daily Activities from March 25th 2024 to March 28th 2024

No	Day/Date	Activity	Department
1	Monday March 25, 2024	Creating a survey for customers and partners regarding the impact of price, timeliness, communication, quantity, and quality.	Sale & Marketing
2	Tuesday March 26, 2024	Attending water paste test training.	Sale & Marketing
3	Wednesday March 27, 2024	1. Visit & monitoring by the Sales Brand Manager Pertamina Patra Niaga with the sales & marketing team. 2. Iftar gathering between LRP and the Pertamina depot.	Sale & Marketing
4	Thursday March 28, 2024	1. Assisting in printing the MOU LRP and Huawei Pekanbaru. 2. Iftar Gathering with all LRP employees, Drivers & Security.	Sale & Marketing

Source: Processed Data 2024

Agenda of activities or work that has been carried out by the author during the implementation of job training at PT. Lintas Riau Prima in the Sale and

Marketing Department from April, 01th 2024 to April, 05th 2024 can be seen in the table below:

Table 3.11 Daily Activities from April 01th 2024 to April 05th 2024

No	Day/Date	Activity	Department
1	Monday April 01, 2024	<ol style="list-style-type: none"> 1. Assisting in preparing data for Eid hampers for customers and partners of Lintas Riau Prima. 2. Assisting in cutting Eid cards for customers and partners of Lintas Riau Prima. 	Sale & Marketing
2	Tuesday April 02, 2024	<ol style="list-style-type: none"> 1. Attending a sales meeting with the Batam sales team. 2. Assisting in delivering Eid hampers to partners and customers of PT. Lintas Riau Prima. 	Sale & Marketing
3	Wednesday April 03, 2024	Assisting in delivering Eid hampers to partners and customers of PT. Lintas Riau Prima.	Sale & Marketing
4	Thursday April 04, 2024	Assisting in delivering Eid hampers to partners and customers of PT. Lintas Riau Prima.	Sale & Marketing
5	Friday April 05, 2024	<ol style="list-style-type: none"> 1. Attending Yasinan in preparation for Eid with the employees of PT. Lintas Riau Prima. 2. Assisting in scanning documents for the final volume calculations. 	Sale & Marketing

Source: Processed Data 2024

Agenda of activities or work that has been carried out by the author during the implementation of job training at PT. Lintas Riau Prima in the Sale and Marketing Department from April, 18th 2024 to April, 19th 2024 can be seen in the table below:

Table 3.12 Daily Activities from April 18th 2024 to April 19th 2024

No	Day/Date	Activity	Department
1	Thursday April 18, 2024	<ol style="list-style-type: none"> 1. Searching for company associations in region 1. 2. Halal Bihalal with PT. Lintas Riau Prima employee. 	Sale & Marketing
2	Friday April 19, 2024	<ol style="list-style-type: none"> 1. Follow up searching for company associations in region . 2. Halal Bihalal with PT. Lintas Riau Prima employee. 	Sale & Marketing

Source: Processed Data 2024

Agenda of activities or work that has been carried out by the author during the implementation of job training at PT. Lintas Riau Prima in the Sale and

Marketing Department from April, 22th 2024 to April, 26th 2024 can be seen in the table below:

Table 3.13 Daily Activities from April 22th 2024 to April 26th 2024

No	Day/Date	Activity	Department
1	Monday April 22, 2024	1. Recording sales data on the whiteboard. 2. Acting as the admin point of contact for ordering diesel.	Sale & Marketing
2	Tuesday April 23, 2024	Filing company ISO documents, quality management, and company organization. Creating a summary of the marketing budget proposals for 2024..	Sale & Marketing
3	Wednesday April 24, 2024	Printing the company profile for meetings with existing customers and associations	Sale & Marketing
4	Thursday April 25, 2024	Creating a summary of the marketing budget proposals for 2024.	Sale & Marketing
5	Friday April 26, 2024	Creating a summary of the marketing budget proposals for 2024.	Sale & Marketing

Source: Processed Data 2024

Agenda of activities or work that has been carried out by the author during the implementation of job training at PT. Lintas Riau Prima in the Sale and Marketing Department from April, 29th 2024 to May, 03th 2024 can be seen in the table below:

Table 3.14 Daily Activities from April 29th 2024 to May 03th 2024

No	Day/Date	Activity	Department
1	Monday April 29, 2024	Visits Existing Consumer	Sale & Marketing
2	Tuesday April 30, 2024	Analyzing LRP's youtube social media	Sale & Marketing
3	Wednesday May 01, 2024	Labor Day	
4	Thursday May 02, 2024	1. Update April.sales. 2. Halal bihalal & security.	Sale & Marketing
5	Friday May 03, 2024	Creating a summary of the marketing budget proposals for 2024.	Sale & Marketing

Source: Processed Data 2024

Agenda of activities or work that has been carried out by the author during the implementation of job training at PT. Lintas Riau Prima in the Sale and Marketing Department from May, 06th 2024 to May, 08th 2024 can be seen in the table below:

Table 3.15 Daily Activities from May 06th 2024 to May 08th 2024

No	Day/Date	Activity	Department
1	Monday May 06, 2024	1. Following up on contacting association representatives.	Sale & Marketing

		2. Assisting in scanning documents for minutes of meetings.	
2	Tuesday May 07, 2024	Drafting an outgoing letter regarding a request for the withdrawal of a bank guarantee.	Sale & Marketing
3	Wednesday 08 May 2024	Summarizing the economic base prices of fuel for May.	Sale & Marketing

Source: Processed Data 2024

Agenda of activities or work that has been carried out by the author during the implementation of job training at PT. Lintas Riau Prima in the Sale and Marketing Department from May, 13th 2024 to May, 17th 2024 can be seen in the table below:

Table 3.16 Daily Activities from May 13th 2024 to May 17th 2024

No	Day/Date	Activity	Department
1	Monday May 13, 2024	Updating the weekly analysis of LRP's YouTube social media.	Sale & Marketing
2	Tuesday May 14, 2024	Visiting the Muara Fajar project site.	Sale & Marketing
3	Wednesday May 15, 2024	Attending the Green Initiative Competition (GIC) Sumbagut Zoom event hosted by the sales-digital team.	Sale & Marketing
4	Thursday May 16, 2024	Attending the staff sharing discussion with the Director of PDAM Pekanbaru.	Sale & Marketing
5	Friday May 17, 2024	Creating a scheme for the green office project.	Sale & Marketing

Source: Processed Data 2024

Agenda of activities or work that has been carried out by the author during the implementation of job training at PT. Lintas Riau Prima in the Sale and Marketing Department from May, 20th 2024 to May, 22th 2024 can be seen in the table below:

Table 3.17 Daily Activities from May 20th 2024 to May 22th 2024

No	Day/Date	Activity	Department
1	Monday May 20, 2024	Assisting in creating the green office project scheme. Searching for references to design stickers for the green office project.	Sale & Marketing
2	Tuesday May 21, 2024	Implementing the green office project scheme on-site.	Sale & Marketing
3	Wednesday May 22, 2024	Searching for references to design stickers for the green office project.	Sale & Marketing

Source: Processed Data 2024

Agenda of activities or work that has been carried out by the author during the implementation of job training at PT. Lintas Riau Prima in the Sale and Marketing Department from May, 27th 2024 to May, 31th 2024 can be seen in the table below

Table 3.18 Daily Activities from May 27th 2024 to May 31th 2024

No	Day/Date	Activity	Department
1	Monday May 27, 2024	Assisting in printing and scanning marketing documents.	Sale & Marketing
2	Tuesday May 28, 2024	Updating the summary of marketing sales proposals.	Sale & Marketing
3	Wednesday May 29, 2024	Applying reminder stickers around the company/office environment.	Sale & Marketing
4	Thursday May 30, 2024	Applying warning stickers in the company/office environment	Sale & Marketing
5	Friday May 31, 2024	Presenting mementos and taking a group photo with the Lintas Riau Prima all staff.	Sale & Marketing

Source: Processed Data 2024

3.5 Obstacles and Solution

During the implementation of the internship at PT. Lintas Riau Prima, there were several obstacles in the sales and marketing department, including the lack of office work support, such as computer facilities for interns and new employees, requiring interns to bring their own computers. The lack of paper printing facilities, such as printers and scanners, results in employees having to queue when using the limited machines available. Additionally, frequent network disruptions during work necessitate the use of personal networks to complete tasks.

CHAPTER IV

CONCLUSIONS AND SUGGESTION

4.1 Conclusions

During the implementation of the internship activities at PT. Lintas Riau Prima Pekanbaru, the author gained a lot of practical knowledge in applying the theories learned in college, allowing for maximum and optimal practice during the internship. The internship serves as a means for students to get to know the real working world, as well as to become familiar with the actual working environment and conditions they will face after graduating from college.

In carrying out the internship activities at PT. Lintas Riau Prima, several conclusions can be drawn as follows:

1. Internship is the application or practice of theories learned in a factual manner where students will gain experience that can be used as work experience (work simulation) before engaging in actual work activities. Students can also apply the knowledge gained from the internship. The implementation of the internship will provide real work experience, especially in the working world. The author conducted the internship for 4 months, from February 1 to May 31, 2024.
2. PT. Lintas Riau Prima is an oil and gas agency company engaged in the sale, distribution, and transportation of non-subsidized industrial fuel oil (FO). The distribution for sales includes the Marketing Operation Regional 1 area, which covers Aceh, North Sumatra, West Sumatra, Riau, and the Riau Islands.
3. The types of work carried out by the author are in accordance with the given marketing agenda, which includes: Social Media Analysis, ISO Implementation, Quality, Customer/Partner and Company Quality Surveys, Consumer Association Analysis, Marketing Administration, Support Operations, and Field Visits as well as visits to existing customers.

4.2 Suggestion

After doing apprenticeship at PT.Lintas Riau Prima, there are several suggestions as following:

1. Author

Suggestions for writers to be more active and keep focus when carry out tasks in accordance with the directions or orders given by mentor.

2. Student

Author also provides suggestions that may be useful for students who will carry out apprenticeship activities for the next period, namely prioritizing occupational safety and health, making the best use of time, doing assignments according to ability, thinking before acting, always being patient and obedient and learning to manage everything.

3. Company

After the author carried out internship activities at PT. Lintas Riau Prima. There are several suggestions for company to provide facilities needed for internship student so that student able to learn and carry out job without any obstacle.

4. Institution

The author hopes that in the future the campus can pay more attention to the internship programs held, especially those that are directly related to industry. The internship program must have standard regulations and a clear system so that the internship program is more focused in the future.

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APPENDICES

Appendix 1. Apprenticeship Acceptance Letter



**LINTAS
RIAU
PRIMA**

TRUSTED & RELIABLE PARTNER
Fuel Agent – Fuel Transportation – Bunkering Service

Pekanbaru, 29 Januari 2024

No : 643 / HRD / SK- BLS/XI/2024
Lampiran : -
Perihal : Surat Keterangan Penerimaan Magang

SURAT KETERANGAN

Yang bertanda Tangan di bawah ini :

Nama : Dessy Azhari ,SH
Jabatan : HRD & HSE Officer
Perusahaan : PT. Lintas Riau Prima
Alamat : Jl. Mesjid Al – Furqon No. 26 Pekanbaru
Badge ID : 300112023

Menerangkan bawah :

Nama : Desi Rama Diana
Jabatan : Magang Divisi Sale & Marketing
Universitas : Politeknik Negeri Bengkalis
Jurusan : Adminitrasi Bisnis Internasional

Bersamaan dengan Surat Keterangan Ini menyatakan **RENAB** yang Bernama Desi Rama Diana dari Unviersitas Politeknik Negeri Bengkalis Di terima. Magang diperusahaan kami selama 3 bulan terhitung 1 Februari -30 April 2024. Diharapkan Saudari tersebut memenuhi dan mematuhi segala bentuk peraturan yang berlaku di Perusahaan selama masa magang berlangsung.

Demikian surat Keterangan ini dibuat agar dapat dipergunakan dengan semestinya.

Diberikan Kepada,

Di sahkan Oleh,





Dessy Azhari,SH
HRD & HSE Officer

Agustiawan Syahputra,ST,MT
Direktur Utama PT. Lintas Riau Prima



PT. LINTAS RIAU PRIMA
E. Mesjid Al Furqon No. 26
Pekanbaru, Riau. 28144

☎ 0761-22369
✉ office@lintasriauprima.com
🌐 www.lintasriauprima.com

Pekanbaru, 30 April 2024

No : 650 / HRD / SK- BLS/XI/2024
Lampiran : -
Perihal : Surat Keterangan Penerimaan Magang

SURAT KETERANGAN

Yang bertanda Tangan di bawah ini :

Nama : Desy Azhari ,SH
Jabatan : HRD & HSE Officer
Perusahaan : PT. Lintas Riau Prima
Alamat : Jl. Masjid Al – Furqan No. 26 Pekanbaru
Badge ID :300112023

Menerangkan bawah :

Nama : Desi Rama Diana
Jabatan : Magang Divisi Sale & Marketing
Universitas : Politeknik Negeri Bengkalis
Jurusan : Administrasi Bisnis Internasional

Bersamaan dengan Surat Keterangan ini menyatakan **BENAR** yang bernama Desi Rama Diana dari Universitas Politeknik Negeri Bengkalis Di terima Magang diperusahaan kami selama 5 bulan terhitung 1 Februari -31 Mei 2024. Diharapkan Saudari tersebut memenuhi dan mematuhi segala bentuk peraturan yang berlaku di Perusahaan selama masa magang berlangsung.

Demikian surat Keterangan ini dibuat agar dapat dipergunakan dengan semestinya.

Diberikan Kepada,



Desy Azhari,SH
HRD & HSE Officer

Di sahkan Oleh,



Agustinawan Syahputra,ST,MT
Direktur Utama PT. Lintas Riau Prima



Appendix 2. Apprenticeship Attendance

LIST OF ATTENDENCE

PT. LINTAS RIAU PRIMA (LRP)

Nama : Desi Rama Diana
 NIM : 5404201307
 Department : Devisiion Sales & Marketing

Tabel Absensi Kerja Praktek

No	Date	Morning		Afternoon		Signature
		In	Out	In	Out	
1.	Thursday, February 01 th 2024	08:00	12:00	13:30	17:00	
2.	Friday, February 02 th 2024	08:00	12:00	13:30	17:00	
3.	Monday, February 05 th 2024	08:00	12:00	13:30	17:00	
4.	Tuesday, February 06 th 2024	08:00	12:00	13:30	17:00	
5.	Wednesday, February 07 th 2024	08:00	12:00	13:30	17:00	
6.	Thursday, February 08 th 2024	Ascension of the Prophet Muhammad				
7.	Friday, February 09 th 2024	Lunar New Year Joint Holiday				
6.	Monday, February 12 th 2024	08:00	12:00	13:30	17:00	
8.	Tuesday, February 13 th 2024	08:00	12:00	13:30	17:00	
9.	Wednesday, February 14 th 2024	Election Day				
10.	Thursday, February 15 th 2024	08:00	12:00	13:30	17:00	
11.	Friday, February 16 th 2024	08:00	12:00	13:30	17:00	
12.	Monday, February 19 th 2024	08:00	12:00	13:30	17:00	
13.	Tuesday, February 20 th 2024	08:00	12:00	13:30	17:00	
14.	Wednesday, February 21 th 2024	08:00	12:00	13:30	17:00	
15.	Thursday, February 22 th 2024	08:00	12:00	13:30	17:00	
16.	Friday, February 23 th 2024	08:00	12:00	13:30	17:00	
17.	Monday, February 26 th 2024	08:00	12:00	13:30	17:00	
18.	Tuesday, February 27 th 2024	08:00	12:00	13:30	17:00	
19.	Wednesday, February 28 th 2024	08:00	12:00	13:30	17:00	
20.	Thursday, February 29 th 2024	08:00	12:00	13:30	17:00	
21.	Friday, March 01 th 2024	08:00	12:00	13:30	17:00	
22.	Monday, March 04 th 2024	08:00	12:00	13:30	17:00	
23.	Tuesday, March 05 th 2024	08:00	12:00	13:30	17:00	
24.	Wednesday, March 06 th 2024	08:00	12:00	13:30	17:00	
25.	Thursday, March 07 th 2024	08:00	12:00	13:30	17:00	
26.	Friday, March 08 th 2024	08:00	12:00	13:30	17:00	
27.	Monday, March 11 th 2024	Hindu New Year				
28.	Tuesday, March 12 th 2024	Ramadhan Start				
29.	Wednesday, March 13 th 2024	08.30	12.00	13.30	15.30	
30.	Thursday, March 14 th 2024	08.30	12.00	13.30	15.30	
31.	Friday, March 15 th 2024	08.30	12.00	13.30	15.30	
32.	Monday, March 18 th 2024	08.30	12.00	13.30	15.30	
33.	Tuesday, March 19 th 2024	08.30	12.00	13.30	15.30	
34.	Wednesday, March 20 th 2024	08.30	12.00	13.30	15.30	
35.	Thursday, March 21 th 2024	The day out of town service				
36.	Friday, March 22 th 2024	The day out of town service				
37.	Monday, March 25 th 2024	08.30	12.00	13.30	15.30	
38.	Tuesday, March 26 th 2024	08.30	12.00	13.30	15.30	
39.	Wednesday, March 27 th 2024	08.30	12.00	13.30	15.30	
40.	Thursday, March 28 th 2024	08.30	12.00	13.30	15.30	
41.	Friday, March 29 th 2024	Good Friday				

42.	Monday, April 01 th 2024	08.30	12.00	13.30	15.30	
43.	Tuesday, April 02 th 2024	08.30	12.00	13.30	15.30	
44.	Wednesday, April 03 th 2024	08.30	12.00	13.30	15.30	
45.	Thursday, April 04 th 2024	08.30	12.00	13.30	15.30	
46.	Friday, April 05 th 2024	08.30	12.00	13.30	15.30	
47.	Monday, April 08 th 2024	Idul Fitri Joint Holiday				
48.	Tuesday, April 09 th 2024	Idul Fitri Joint Holiday				
49.	Wednesday, April 10 th 2024	Idul Fitri Joint Holiday				
50.	Thursday, April 11 th 2024	Idul Fitri Joint Holiday				
51.	Friday, April 12 th 2024	Idul Fitri Joint Holiday				
52.	Monday, April 15 th 2024	Idul Fitri Joint Holiday				
53.	Tuesday, April 16 th 2024	Idul Fitri Joint Holiday				
54.	Wednesday, April 17 th 2024	Idul Fitri Joint Holiday				
55.	Thursday, April 18 th 2024	08.00	12.00	13.30	17.00	
56.	Friday, April 19 th 2024	08.00	12.00	13.30	17.00	
57.	Monday, April 22 th 2024	08.00	12.00	13.30	17.00	
58.	Tuesday, April 23 th 2024	08.00	12.00	13.30	17.00	
59.	Wednesday, April 24 th 2024	08.00	12.00	13.30	17.00	
60.	Thursday, April 25 th 2024	08.00	12.00	13.30	17.00	
61.	Friday, April 26 th 2024	08.00	12.00	13.30	17.00	
62.	Monday, April 29 th 2024	08.00	12.00	13.30	17.00	
63.	Tuesday, April 30 th 2024	08.00	12.00	13.30	17.00	
64.	Wednesday, May 01 th 2024	International labor day				
65.	Thursday, May 02 th 2024	08.00	12.00	13.30	17.00	
66.	Friday, May 03 th 2024	08.00	12.00	13.30	17.00	
67.	Monday, May 06 th 2024	08.00	12.00	13.30	17.00	
68.	Tuesday, May 07 th 2024	08.00	12.00	13.30	17.00	
69.	Wednesday, May 08 th 2024	08.00	12.00	13.30	17.00	
70.	Thursday, May 09 th 2024	Ascension Day of Jesus Christ				
71.	Friday, May 10 th 2024	Joint Holiday after Ascension Day				
72.	Monday, May 13 th 2024	08.00	12.00	13.30	17.00	
73.	Tuesday, May 14 th 2024	08.00	12.00	13.30	17.00	
74.	Wednesday, May 15 th 2024	08.00	12.00	13.30	17.00	
75.	Thursday, May 16 th 2024	08.00	12.00	13.30	17.00	
76.	Friday, May 17 th 2024	08.00	12.00	13.30	17.00	
77.	Monday, May 20 th 2024	08.00	12.00	13.30	17.00	
78.	Tuesday, May 21 th 2024	08.00	12.00	13.30	17.00	
79.	Wednesday, May 22 th 2024	08.00	12.00	13.30	17.00	
80.	Thursday, May 23 th 2024	Waisak Day				
81.	Friday, May 24 th 2024	Joint Holiday for Waisak Day				
82.	Monday, May 27 th 2024	08.00	12.00	13.30	17.00	
83.	Tuesday, May 28 th 2024	08.00	12.00	13.30	17.00	
84.	Wednesday, May 29 th 2024	08.00	12.00	13.30	17.00	
85.	Thursday, May 30 th 2024	08.00	12.00	13.30	17.00	
86.	Friday, May 31 th 2024	08.00	12.00	13.30	17.00	

Pekanbaru, 31 Mei 2024

HRD & HSE Officer LINTAS RIAU PRIMA



(Dessy Azhari, SH)

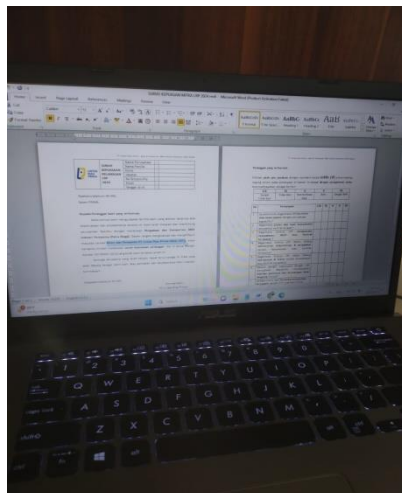
Appendix 3. Figures of Apprenticeship at PT. Lintas Riau Prima



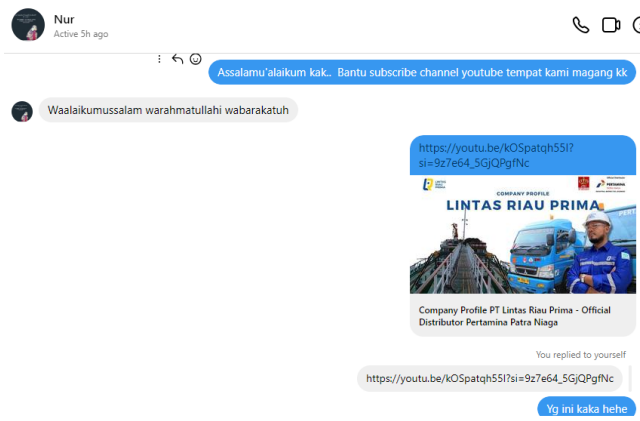
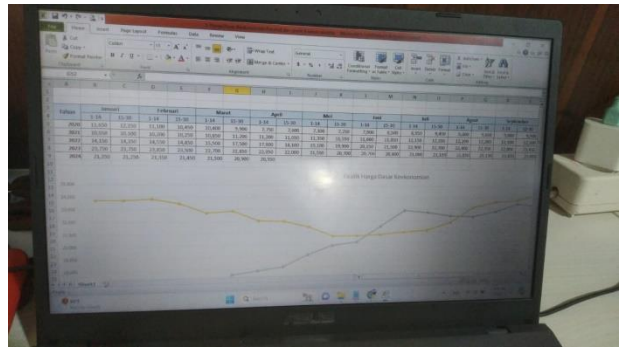
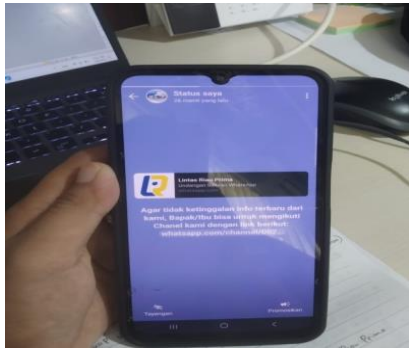
Training Safety & APD Tank Truck
 Source: Processed Data 2024



Meeting With Director & Brand Sales Batam
 Source: Processed Data 2024



Slip	Judul	Tanggal Terbit	Day 1/2024	% like	Day 1/2024	18%	Day 1/2024	View	Like	Like%
1	Company Profile PT Lintas Riau Prima	12/15/2023	85	2.8%	98	1%	506	8.265.0	101.0	1%
2	LRP Prima	12/15/2023	121	38.95%	134	10%	142	6.088.0	67.0	10%
3	Agres Pemulut dan Transportasi BBM Industri	6/10/2022	1.023	0.6%	1.068	1%	1.076	14.961.0	96.0	0%
4	Kegiatan setelah bongkar truk BBM Industri	6/16/2022	1.049	0.2%	1.062	0%	1.070	19.281.0	106.0	0%
5	Kegiatan Morning Briefing Kepada crew PT LRP	7/14/2022	1.021	1.2%	1.034	1%	1.041	5.295.0	64.0	1%
6	solat untuk proyek pembangunan jalan tol diriau	7/27/2022	1.008	0.6%	1.021	1%	1.029	10.643.0	64.0	1%
7	Pengantaran Fuel Industry ke Tambihan daratan & Pulau	6/9/2022	995	0.8%	1.008	1%	1.016	4.625.0	40.0	1%
8	Quality BBM	6/13/2022	991	1.8%	1.004	2%	1.012	6.663.0	117.0	2%
9	Prasmanan Memadai Kebakaran	6/26/2022	979	7.6%	992	8%	1.000	207.0	23.0	7%
10	Apa itu BBM Industri	6/30/2022	943	1.1%	956	1%	964	6.548.0	70.0	1%
11	Bunker kapal BBM Industri (Biosolar)	1/9/2022	888	11.3%	861	11%	889	547.0	39.0	11%
12	density saat pengantaran BBM	4/9/2022	756	4.6%	769	4%	777	731.0	32.0	4%
13	Penetapan kegiatan CSR berbagi sembako	4/30/2022	711	13.3%	744	11%	752	113.0	17.0	11%
14	Pasta menarik truk tangki BBM Industri	11/6/2022	539	0.9%	552	1%	561	4.552.0	38.0	1%
15	Kajian & Praktek solat jama' crew AMT	2/20/2023	433	15.8%	448	16%	456	137.0	21.0	15%
16	Prosedur pendistribusian BBM Industri	5/30/2023	393	0.6%	349	1%	311	14.814.0	82.0	1%
17	Medical Check up karyawan LRP	6/30/2023		10.5%						



Analyzing Association Consument & Media Sosial

Source: Processed Data 2024



Practice Quantity & Quality Fuel Industrial

Source: Processed Data 2024



Field Visit and to Existing Customers
Source: Processed Data 2024



Printer and Scanner Document
Source: Processed Data 2024




Farewell with Director & all members of PT. Lintas Riau Prima
Source: Processed Data 2024

Appendix 4. Weekly Activities of PT. Lintas Riau Prima Apprenticeship

WEEKLY ACTIVITIES OF PT. LINTAS RIAU PRIMA APPRENTICESHIP

Day : Thursday-Friday (1st Week)


Date : February, 01th – 02th 2024




No	Description of Activities	Task Assignor	Signature
1.	Introducing oneself and briefing with the Director of PT. Lintas Riau Prima.	Hidayat Fauzi	
2.	Digital mapping through social media that is quite good, in addition to PT. Lintas Riau Prima, including both Pertamina and non-Pertamina sources.		
3.	Attending the monthly meeting of transportation employees, including drivers and fuel security agents at Pool 2.		
4.	Creating an accurate consumer database through internet media.		

No	Documentation
1	
2	<p>Explanation</p> <p>In the first week, introducing oneself to the Director of PT. Lintas Riau Prima and getting to know other employees at the company. Then, conducting digital mapping through internet media, which is quite good, including PT. Lintas Riau Prima, Pertamina, and non-Pertamina sources. The following day, attending the monthly meeting of drivers and fuel security agents at Pool 2 and creating an accurate consumer database through internet media.</p>

**WEEKLY ACTIVITIES OF PT. LINTAS RIAU PRIMA
APPRENTICESHIP**

Day : Monday-Wednesday (2nd Week)
Date : February, 05th – 07th 2024

No	Description of Activities	Task Assignor	Signature
1.	Creating a Customer and Partner Satisfaction Survey. Attending safety training and fire extinguisher training using APAR at Pool 2.	Hidayat Fauzi	
2.	Promoting PT. Lintas Riau Prima's YouTube channel on social media.		
3.	Following up on creating an accurate consumer database through internet media and old data.		
4.	Attending safety training and fire extinguisher training using APAR at Pool 2.		


No	Document
1.	  
2.	<p>Explanation</p> <p>In the second week, creating a new Customer and Partner Satisfaction Survey based on the example previously used at PT. Lintas Riau Prima. The following day, revising the creation of an accurate consumer database through online and offline media, and the next day attending and contributing to safety training and fire extinguisher training using APAR.</p>

WEEKLY ACTIVITIES OF PT. LINTAS RIAU PRIMA

APPRENTICESHIP

Day : Monday-Friday (3st Week)

Date : February, 12th – 16th 2024


No.	Description of Activities	Task Assignor	Signature
1	Reviewing the company ISO.	Hidayat Fauzi	
2	Promoting PT. Lintas Riau Prima's YouTube channel.		
3	Summarizing active customers from 2021-2023.		
4.	Revising the digital mapping through internet media for PT. Lintas Riau Prima, including Pertamina and non-Pertamina sources.		
5.	Assisting in rewriting monthly and yearly sales targets on the whiteboard.		
6.	Assisting in preparing price offers for customers.		
7.	Attending sales and digital meetings.		



No.	Document
1.	
2.	<p>Explanation</p> <p>In the third week, the writer reviewed the company ISO, promoted PT. Lintas Riau Prima's YouTube channel, summarized active customers from 2021-2023, revised the digital mapping through internet media for PT. Lintas Riau Prima, including Pertamina and non-Pertamina sources. They also assisted in rewriting monthly and yearly sales targets on the whiteboard, helped in preparing price offers for customers, and attended sales and digital meetings.</p>

**WEEKLY ACTIVITIES OF PT. LINTAS RIAU PRIMA
APPRENTICESHIP**

Day : Monday-Friday (4st Week)

Date : February, 19th – 23th 2024

No	Description of Activities	Task Assignor	Signature
1.	Revising the Customer and Partner Satisfaction Survey.	Hidayat Fauzi	
2.	Further revising the Customer and Partner Satisfaction Survey until it is finalized for distribution to consumers.		
3.	Attending a courtesy visit to the Pertamina Pekanbaru admin at the Kedai Kopi Selat Panjang location in Pekanbaru.		
4.	Visiting customers while distributing the Customer and Partner Satisfaction Survey.		
5.	Promoting PT. Lintas Riau Prima's tank trucks on social media.		
6.	Creating a summary of the Customer Satisfaction Survey data offline in table form.		
7.	Continuing the analysis of the offline summary of Customer Satisfaction Survey data in table form into a pie chart.		

No.	Document
1.	 


  	
2.	<p>Explanation</p> <p>In the fourth week, the writer revised the Customer and Partner Satisfaction Survey, attended a courtesy visit to the Pertamina Pekanbaru admin at the Kedai Kopi Selat Panjang location in Pekanbaru, promoted PT. Lintas Riau Prima's tank trucks on social media, and created a summary of the Customer Satisfaction Survey data offline in table form.</p>

WEEKLY ACTIVITIES OF PT. LINTAS RIAU PRIMA

APPRENTICESHIP

Day : Monday-Friday (5st Week)

Date : February, 26th – 01th 2024


No	Description of Activities	Task Assignor	Signature
1.	Assisting in distributing the Partner & Customer Satisfaction Survey online.	Hidayat Fauzi	
2.	Following up on distributing the Customer Satisfaction Survey online.		
3.	Updating the economic fuel prices for the industry from the past 4 years.		
4.	Creating a summary of the online Customer Satisfaction Survey data based on the database in Google Drive.		
5.	Promoting photos and videos of LRP on social media.		

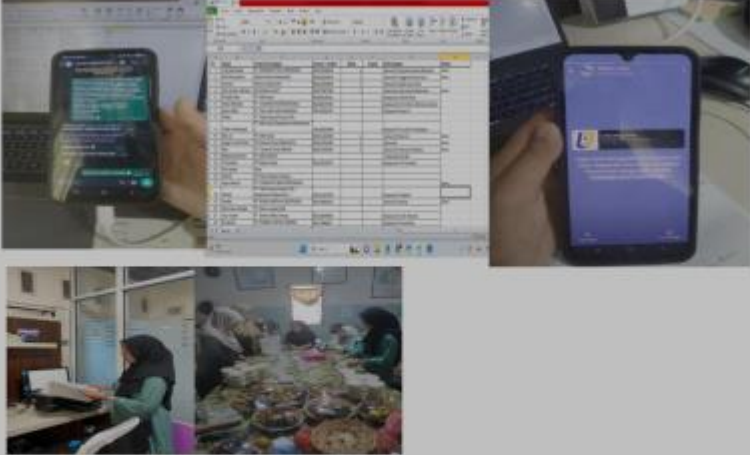
No.	Document
1.	   
2.	<p>Explanation</p> <p>In the fifth week, the writer assisted in distributing the Partner & Customer Satisfaction Survey online, updated the economic fuel prices for the industry from the past 4 years, and promoted LRP photos and videos on social media.</p>

**WEEKLY ACTIVITIES OF PT. LINTAS RIAU PRIMA
APPRENTICESHIP**

Day : Monday-Friday (6st Week)

Date : March, 04th – 08th 2024


No	Description of Activities	Task Assignor	Signature
1.	Acting as the PIC (Person in Charge) in distributing e-wallet rewards from the Customer Satisfaction Survey online.	Hidayat Fauzi	
2.	Following up as the PIC in distributing e-wallet rewards from the Customer Satisfaction Survey online		
3.	Creating a summary of the e-wallet reward distribution data from the Customer Satisfaction Survey online based on the database in Google Drive.		
4.	Assisting in promoting the LRP business channel on WhatsApp.		
5.	Assisting in scanning documents		
6.	Helping to prepare food and organizing a gathering for all LRP employees before the start of Ramadan.		

No.	Document
1.	
2.	<p>Explanation</p> <p>In the sixth week, acting as the PIC (Person in Charge) in distributing e-wallet rewards from the Customer Satisfaction Survey online, creating a summary of the e-wallet reward distribution data from the Customer Satisfaction Survey online based on the database in Google Drive, assisting in scanning documents, and helping to promote the LRP business channel on WhatsApp.</p>

**WEEKLY ACTIVITIES OF PT. LINTAS RIAU PRIMA
APPRENTICESHIP**

Day : Wednesday-Friday (7st Week)

Date : March, 13th – 15th 2024


No	Description of Activities	Task Assignor	Signature
1.	Cleaning the new room and archiving marketing documents.	Hidayat Fauzi	
2.	Assisting in preparing the diesel fuel sales contract between HKI and LRP.		
3.	Creating a list of distributed e-wallet rewards from the Customer Satisfaction Survey through Google Drive.		





No.	Document
1.	
2.	<p>Explanation</p> <p>In the seventh week, cleaning the new room and archiving marketing documents, assisting in preparing the diesel fuel sales contract between HKI and LRP, and creating a list of distributed e-wallet rewards from the Customer Satisfaction Survey through Google Drive.</p>

**WEEKLY ACTIVITIES OF PT. LINTAS RIAU PRIMA
APPRENTICESHIP**

Day : **Monday-Friday** (8st Week)

Date : March, 18th – 20th 2024


No	Description of Activities	Task Assignor	Signature
1.	Searching for company associations in Region 1.	Hidayat Fauzi	
2.	Following up on searching for company associations in Region 1.		
3.	Assisting in selecting customer SH names by province in Region 1.		
4.	Assisting in selecting customer SH names by province in Region 1.		
5.	Updating sales volume on the whiteboard.		

No.	Document
1.	   
2	<p>Explanation</p> <p>In the eighth week, the writer searched for company associations in Region 1, assisted in selecting customer SH names by province in Region 1, and updated the sales volume on the whiteboard.</p>

**WEEKLY ACTIVITIES OF PT. LINTAS RIAU PRIMA
APPRENTICESHIP**

Day : Monday-Thursday (9st Week)

Date : March, 25th – 28th 2024


No	Description of Activities	Task Assignor	Signature
1.	Creating a survey for customers and partners regarding the impact of price, timeliness, communication, quantity, and quality.	Hidayat Fauzi	
2.	Attending water paste testing training.		
3.	Visiting and monitoring the Pertamina Patra Niaga Brand Manager with the sales and marketing team.		
4.	Organizing a break-fast-together event between LRP and Pertamina depot.		
5.	Assisting in printing the MOU between LRP and Huawei Pekanbaru.		
6.	Organizing a break-fast-together event with all LRP employees, drivers, and security staff.		

No	Document
1.	   
2.	<p>Explanation</p> <p>In the ninth week, the writer created a survey for customers and partners regarding the impact of price, timeliness, communication, quantity, and quality, attended water paste testing training, and assisted in printing the MOU between LRP and Huawei Pekanbaru.</p>

**WEEKLY ACTIVITIES OF PT. LINTAS RIAU PRIMA
APPRENTICESHIP**

Day : Monday-Friday (10st Week)

Date : April, 01th – 05th 2024


No	Description of Activities	Task Assignor	Signature
1.	Assisting in preparing data for Eid hampers for consumers and partners of Lintas Riau Prima.	Hidayat Fauzi	
2.	Assisting in cutting out Eid cards for consumers and partners of Lintas Riau Prima.		
3.	Attending a sales meeting with the Batam sales team.		
4.	Assisting in delivering Eid hampers to partners and consumers of PT. Lintas Riau Prima.		
5.	Participating in a Yasinan event to celebrate Eid with the employees of PT. Lintas Riau Prima.		
6.	Assisting in scanning documents for final volume calculation.		

No.	Document
1.	
2.	<p>Explanation</p> <p>In the tenth week, the writer attended a sales meeting with the Batam sales team, assisted in delivering Eid hampers to partners and consumers of PT. Lintas Riau Prima, helped in scanning documents for final volume calculation, and assisted in preparing data for Eid hampers for consumers and partners of Lintas Riau Prima.</p>

**WEEKLY ACTIVITIES OF PT. LINTAS RIAU PRIMA
APPRENTICESHIP**

Day : Thursday-Friday (12th Week)

Date : April, 18th – 19th 2024


No	Description of Activities	Task Assignor	Signature
1.	Searching for company associations in Region 1.	Hidayat Fauzi	
2.	Halal Bihalal (post-Eid gathering) with PT. Lintas Riau Prima employees.		
3.	Following up on searching for company associations in Region 1.		
4.	Halal Bihalal (post-Eid gathering) with PT. Lintas Riau Prima employees.		


No.	Document
1.	   
2.	<p>Explanation</p> <p>In the twelfth week, the writer participated in the Halal Bihalal (post-Eid gathering) with PT. Lintas Riau Prima employees and followed up on searching for company associations in Region 1.</p>

**WEEKLY ACTIVITIES OF PT. LINTAS RIAU PRIMA
APPRENTICESHIP**

Day : Monday-Friday (13th Week)

Date : April, 22th – 26th 2024


No	Description of Activities	Task Assignor	Signature
1.	Recording sales data on the whiteboard.	Hidayat Fauzi	
2.	Acting as the PIC (Person in Charge) for solar order administration.		
3.	Handling the filing of company ISO, Quality Management, and organizational documents.		
4.	Printing the company profile for meetings with existing consumers and associations.		
5.	Creating a summary of the marketing budget proposals for 2024.		
6.	Following up on creating the summary of the marketing budget proposals for 2024.		

No.	Document
1.	
2.	<p>Explanation</p> <p>In the thirteenth week, the writer acted as the PIC (Person in Charge) for solar order administration and printed the company profile for meetings with existing consumers and associations.</p>

**WEEKLY ACTIVITIES OF PT. LINTAS RIAU PRIMA
APPRENTICESHIP**

Day : Monday-Friday (14th Week)

Date : April-May, 29th – 03th 2024


No	Description of Activities	Task Assignor	Signature
1.	Visiting existing customers.	Hidayat Fauzi	
2.	Analyzing LRP's YouTube social media.		
3.	Updating sales data for April.		
4.	Halal Bihalal (post-Eid gathering) & Paripurna security.		
5.	Updating the summary of marketing sales proposals for 2024.		

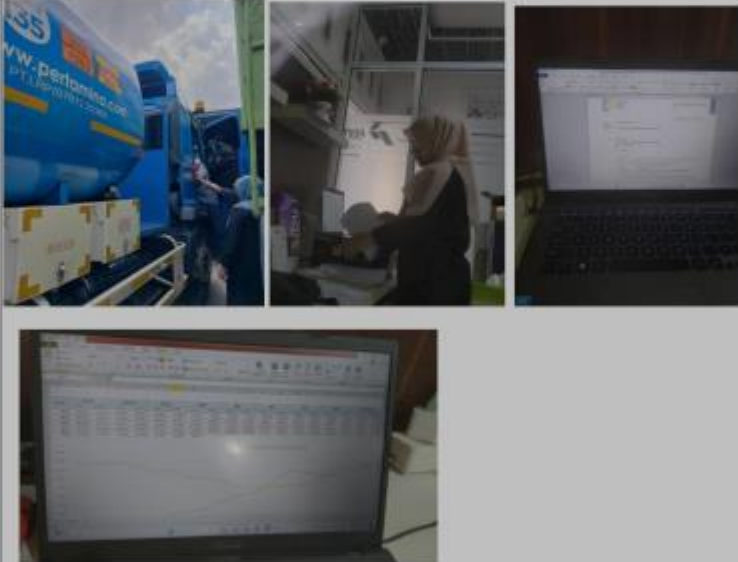
No.	Document
1.	
2.	<p>Explanation</p> <p>In the fourteenth week, the writer visited existing customers, analyzed LRP's YouTube social media, updated the summary of marketing sales proposals for 2024, and updated sales data for April.</p>

**WEEKLY ACTIVITIES OF PT. LINTAS RIAU PRIMA
APPRENTICESHIP**

Day : Monday-Wednesday (15th Week)

Date : May, 06th – 08th 2024


No	Description of Activities	Task Assignor	Signature
1.	Attending tank truck service checks.	Hidayat Fauzi	
2.	Assisting in scanning marketing event documents.		
3.	Drafting an outgoing letter related to the request for a bank guarantee withdrawal.		
4.	Summarizing the base economic prices of fuel for May.		

No.	Document
1.	
2.	<p>Explanation</p> <p>In the fifteenth week, the writer attended tank truck service checks, assisted in scanning marketing event documents, drafted an outgoing letter related to the request for a bank guarantee withdrawal, and summarized the base economic prices of fuel for May.</p>

**WEEKLY ACTIVITIES OF PT. LINTAS RIAU PRIMA
APPRENTICESHIP**

Day : Monday-Wednesday (17st Week)

Date : May, 20th – 22th 2024


No	Description of Activities	Task Assignor	Signature
1.	Assisting in creating the Green Office Project scheme.	Hidayat Fauzi	
2.	Practicing the application of the Green Office Project scheme with all employees on-site.		
3.	Searching for references to design stickers for the Green Office Project.		

No.	Document
1.	
2.	<p>Explanation</p> <p>In the seventeenth week, the writer updated the weekly analysis of LRP's YouTube social media, visited the fuel distribution project site in Muara Fajar, attended the Green Initiative Competition (GIC) Sumbagut Zoom event with the sales-digital team, and created a Green Office Project scheme.</p>

**WEEKLY ACTIVITIES OF PT. LINTAS RIAU PRIMA
APPRENTICESHIP**


Day : Monday-Wednesday (18th Week)

Date : May, 27th – 31th 2024

No	Description of Activities	Task Assignor	Signature
1.	Assisting in printing and scanning marketing documents.	Hidayat Fauzi	
2.	Assisting in printing ISO company documentation, Quality Management, and organizational documents.		
3.	Ordering Green Project Office stickers.		
4.	Applying reminder stickers in the company/office environment.		
5.	Farewell and presenting keepsake gifts to the company.		

No.	Document
1.	
2.	<p>Explanation</p> <p>In the eighteenth week, the writer assisted in printing and scanning marketing documents, printed ISO company documentation, Quality Management, and organizational documents, ordered Green Project Office stickers, helped organize ISO company documentation, Quality Management, and organizational documents, and participated in a farewell event by presenting keepsake gifts to the company.</p>

Appendix 5. Apprenticeship Assessment



**LINTAS
RIAU
PRIMA**

TRUSTED & RELIABLE PARTNER
Fuel Agent – Fuel Transportation – Bunker Service

**PENILAIAN DARI PERUSAHAAN KERJA PRAKTEK
PT. LINTAS RIAU PRIMA**

Nama : Desi Rama Diana
 Nim : 5404201307
 Asal Perguruan Tinggi : Politeknik Negeri Bengkalis
 Program Studi : Administrasi Bisnis Internasional


No	Aspek Penilaian	Nilai
1	Disiplin	85
2	Tanggung Jawab	80
3	Penyesuaian Diri	81
4	Hasil Kerja	80
5	Perilaku Secara Umum	83
Jumlah Nilai		409
Rata Rata		81,9

Keterangan:



Nilai	: Kriteria
81 – 100	: Istimewa
71 – 80	: Baik Sekali
66 – 70	: Baik
61 – 65	: Cukup Baik
56 – 60	: Cukup

Catatan : *Tingkatkan lagi kerajinan, inisiatif dan kreatifitas dan tetap semangat.*


Manager Marketing




Hidayat Fauzi, S.Sos

Pekanbaru, 31 Mei 2024
 Disetujui Oleh,
 HRD & HSE Officer



Dessy Azhari, SH



PT. LINTAS RIAU PRIMA
 Jl. Mesjid Al Furqon No. 26
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Appendix 6. Certificate from the Company




Appendix 7. Revision Sheet

REVISION SHEET
STUDENT PRACTICE GUIDANCE
INTERNATIONAL BUSINESS ADMINISTRATION D-1V STUDY
PROGRAM
STATE POLYTECHNIC OF BENGKALIS

Name : Desi Rama Diana
Student's Identity Number : 5404201307
Apprenticeship Place : PT. Lintas Riau Prima
Advisor : M. Alkadri Perdana, B.IT., M.Sc

No.	Date and time	Revision	Advisor Initials
1	25/07/2024	- Tata luru	f
2	26/07/2024	Acc to silu	f
3			
4			
5			

Bengkalis, 2024
Advisor


M. Alkadri Perdana, B.IT., M.Sc
NIP. 198409262019031010