

**APPRENTICESHIP REPORT
KALMAN MARKETING AGENCY
BALI**

**Hasima
5404191223**



**INTERNATIONAL BUSINESS ADMINISTRATION
STUDY PROGRAM
BUSINESS ADMINISTRATION DEPARTMENT
STATE POLYTECHNIC OF BENGKALIS
BENGKALIS-RIAU
2023**

APPRENTICESHIP REPORT
PT KALMAN GROUP INDONESIA
BALI

Written as one of the requirements to complete the apprenticeship

Hasima
5404191223


Bali, July 28th, 2023

Managing Director
PT Kalman Group Indonesia



Vania Valencia David
NIK : 01-2022-1-002

Advisor Lecturer of International
Business Administration Study Program



Nageeta Tara Rosa, S.E., MBA
NIP.12002147

Approved by,
The Head of International Business Administration Study Program
State Polytechnic of Bengkalis



Wan Junita Raflah, B.Sc., M.Ec, Dev
NIP.198406142018032001

ACKNOWLEDGMENT

All praise and gratitude for the presence of Allah SWT for the blessings of His grace and guidance to prevent The Author can complete the practical work which has been carried out for 155 (one hundred fifty five) days at the PT Kalman Group Indonesia. In completing the practical work report, The Author received guidance, motivation, and advice during the implementation of the practical work and when completing the practical work report from the advisor. The Author would like to express her genuine gratitude to:

1. Mr. Johny Custer, S.T., M.T as the Director of State Polytechnic of Bengkalis.
2. Mr. Armada, S.T., M.T. as the Deputy Director I Academic Affairs of State Polytechnic of Bengkalis.
3. Mrs. Supriati, S.ST., M.Si as Head of the Business Administration Department.
4. Mrs. Wan Junita Raflah, B.Sc., M.Ec, Dev as Head of International Business Administration Study Program.
5. Mr. M. Alkadri Perdana, B.IT., M.Sc as the Practical work Coordinator in the International Business Administration Study Program.
6. Mrs. Nageeta Tara Rosa, S.E., MBA as the Advisor of this Practical work Report.
7. Ms. Vania Valencia as the Director of PT Kalman Group Indonesia and Denny Huang as the Supervisor has allowed The Author to carry out practical work
8. Employees of PT Kalman Group Indonesia who cannot be mentioned one by one and without reducing the respect of The Author.
9. Father and Sister also supported morally and materially and prayed endlessly for the ease of implementing practical work.

10. And all parties involved in the implementation of internship work and in the completion of this internship report that helped and provided support, The Author would like to thank you very much for the kindness that has been given so far.

The Author realizes that there are many shortcomings in writing this report. The Author expects criticism and suggestions that are constructive. Hopefully, this report can benefit the reader.

Bali, July 28th, 2023

Hasima

TABLE OF CONTENT

	Page
VALIDATION FORM.....	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iv
LIST OF TABLES	vi
LIST OF FIGURES	vii
LIST OF APPENDICES.....	viii
CHAPTER I INTRODUCTION	
1.1. Background of the Practical work.....	1
1.2. Purpose of the Practical work	2
1.3. Significances of the Practical work.....	3
1.3.1. Significances for the State Polytechnic of Bengkalis.....	3
1.3.2. Significances for the Company.....	3
CHAPTER II GENERAL DESCRIPTION OF THE COMPANY	
2.1. Company History	4
2.2. Vision and Mission	5
2.2.1. Vision of PT Kalman Group Indonesia.....	5
2.2.2. Mission of PT Kalman Group Indonesia.....	6
2.3. Kind of Business	6
2.4. Organization Structure	6
2.5. The Working Process	10
2.6. Document Used for Activity	10

CHAPTER III DESCRIPTION OF ACTIVITIES PRACTICAL WORK

3.1. Job Description 13
3.2. System and Procedure 14
3.3. Place of Practical work..... 22
3.4. Kind and Description of the Activity 23

CHAPTER IV CONCLUSION AND SUGGESTION

4.1. Conclusion 45
4.2. Suggestion..... 46

REFERENCES 47

APPENDICES..... 48