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

<u>Hasima</u>
5404191223

Bali, July 28th, 2023

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Bali, July 28th, 2023

Hasima

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INTRODUCTION

1.1.   Background of the Practical work

Digital marketing management uses digital technology and media to promote products or services and build customer relationships. It encompasses various disciplines including SEO, SEM, social media, email, content marketing, and data analytics. The goal is to reach the target audience effectively and build a strong brand and customer engagement. Digital marketing management covers various aspects, including market research, strategic planning, marketing campaign execution, data analysis, and data-driven decision-making. The goal is to achieve optimal results in promoting products or services, increasing brand awareness, and increasing sales through digital platforms such as websites, social media, and mobile applications (Fadli et al., 2023).

The Author had the opportunity to carry out practical work at PT Kalman Group Indonesia in the Business Development section. PT Kalman Group Indonesia is Bali's first outsourced marketing agency that aims to help clients create and strengthen brand identity. PT Kalman Group Indonesia assist clients in defining distinctive value proposition, developing interesting brand messages, and building a unified brand presence across multiple marketing platforms. This helps clients to stand out in the market and strategically position brand to appeal to the target demographic. In helping clients create and strengthen brand identity, business development professionals play a critical role in supporting clients' marketing efforts through various strategic activities. Business development establishes connections with potential clients, understands needs, and presents tailored marketing solutions that meet those needs. Market research and analysis are also crucial responsibilities of business development. By staying abreast of industry trends, consumer behaviors,

and competitive landscapes, business development professionals can identify emerging market opportunities and develop strategies to capitalize on them. PT Kalman Group Indonesia assesses market demand, identify target segments, and craft compelling value propositions.

The State Polytechnic of Bengkalis is crucial in cultivating a competitive and proficient pool of human resources. To equip students pursuing a degree in International Business Administration with practical skills necessary for real-world challenges, the institution arranges Practical Work courses. These courses are designed to prepare students to engage in the professional sphere effectively. The selection of PT Kalman Group Indonesia as the practical work site by The Author stems from its relevance to the chosen study program. The decision also reflects The Author's intention to directly contribute and gain a comprehensive understanding of the dynamic field of digital marketing. Notably, Field Work Practice is an obligatory prerequisite for fulfilling the academic requirements at the State Polytechnic of Bengkalis.

1.2.   Purpose of the Practical work

The objectives of the implementation of the Practical work are as follows:

1.   Can help the student to provide hands-on experience and reinforce the theoretical concepts learned in class.

2.   Can help the student in enhancing critical thinking skills, problem-solving abilities, and teamwork skills by providing an opportunity to work on complex problems and find viable solutions.

3.   Can help the students to prepare for real-world situations and equip them with the necessary skills to excel in future careers.

**1.3.	Significances of the Practical work**

The significances of implementing practical work are:

1.	Students can apply theoretical knowledge and concepts in the real world of work.

2.	Students gain practical experience in applying theoretical knowledge and concepts under their study program.

3.	Students get the opportunity to analyze problems related to the knowledge applied in their work under their study program.

**3.1.1.	Significances for State Polytechnic of Bengkalis**

The significances of practical works for State Polytechnic of Bengkalis are as follows:

1.	The State Polytechnic of Bengkalis obtained feedback from organizations or companies on the abilities of students who participate in practical works in the world of work.

2.	The State Polytechnic of Bengkalis gets feedback from the world of work for curriculum development and learning processes.

**3.1.2.	Significances for company**

The significances of practical works for PT Kalman Group Indonesia are as follows:

1.	Practical work is a liaison between the company and the campus.

2.	The company received assistance from students who had completed practical works.

CHAPTER II
GENERAL DESCRIPTION OF THE COMPANY

2.1. Company History

Based on Kalman.id official website Kalman was established in 2008. Kalman started from Surabaya, Jakarta and finally centered in Bali because Kalman felt the potential in Bali was huge. Bali is a world-renowned tourist destination that attracts millions of visitors each year. This presents various opportunities for marketing agencies to work with hotels, resorts, restaurants, tour operators, and other businesses in the hospitality and tourism sector. The demand for marketing services in this industry is very high, allowing marketing agencies to capitalize on a large and diverse client base.

Figure 2.1 Company Logo of PT Kalman Group Indonesia
Source Data: Kalman.id

Kalman comes from the Hungarian word, which means "strong". With a team of people who are passionate about marketing. Professionals who have competencies in various marketing-related fields, including strategy development, market research, branding, advertising, digital marketing, social media management, and content creation. This expertise and experience enable us to deliver effective and affordable marketing services to increase the effectiveness of your business' online marketing.

PT Kalman Group Indonesia helps clients create and strengthen their brand identity. They assist clients in defining their distinctive value proposition, developing compelling brand messages, and establishing a unified brand presence across multiple marketing platforms. This helps clients stand out in the market and strategically position their brand to appeal to their target demographic. The products of PT Kalman Group Indonesia are the Pekerja.com, and the Food Paradise website.

Figure 2.2 Product of PT Kalman Group Indonesia
Source: Processed Data, 2023

2.2. Vision and Mission

2.2.1. Vision of PT Kalman Group Indonesia

PT Kalman Group Indonesia's based on Kalman.id official website vision is to help companies build strong brand value and presence by communicating the right message, to the right people in the right channel through strategy, design, and marketing. With a dedicated team of creative experts and a deep understanding of market dynamics, PT Kalman Group Indonesia strives to transform ideas into impactful visuals and compelling narratives. Holistic approach combines strategic thinking, innovative design, and targeted marketing techniques to ensure that every client's unique story is told effectively and resonates with the target audience. PT Kalman Group Indonesia is committed to driving success for businesses by crafting authentic and memorable brand experiences that foster long-lasting connections.

2.2.2. Mission of PT Kalman Group Indonesia

1. Establish a pivotal partnership with the company to contribute to the development of robust business models and offer valuable insights on dependable and quantifiable digital marketing strategies.
2. Achieve optimal outcomes for client enterprises by emphasizing the implementation of efficient and precisely targeted strategies.
3. Facilitate the enhancement of marketing efficacy across diverse companies, aiding in the maximization of their overall marketing impact.

2.3. Kind of the Business

Kalman is a start-up company specializing in digital marketing. PT Kalman Group Indonesia is Bali's first outsourced marketing agency dedicated to helping clients achieve their marketing goals. The PT Kalman Group Indonesia offers comprehensive marketing services tailored to each client's unique needs. PT Kalman Group Indonesia's approach is a dedication to fostering enduring partnerships. By meticulously understanding each client's unique needs and business landscape, the company ensures that every marketing strategy is a bespoke solution, designed to maximize impact and drive tangible results. From strategic planning and content creation to data analysis and campaign optimization, PT Kalman Group Indonesia offers a holistic suite of services aimed at navigating the intricacies of today's competitive digital landscape. With a finger on the pulse of the latest industry trends and a commitment to staying ahead of the curve, the company remains poised to guide businesses toward sustained growth and heightened brand visibility in the digital realm (Asih, 2022).

2.4. Organization Structure

A company's organizational structure refers to how it is built and organized to describe the relationships, roles, and duties of persons inside the organization. It specifies how various functions, departments, and positions are organized and how

information flows across different levels of the organization. A company's organizational structure might vary depending on its size, industry, culture, and aims. The following is the organizational structure of the PT Kalman Group Indonesia:
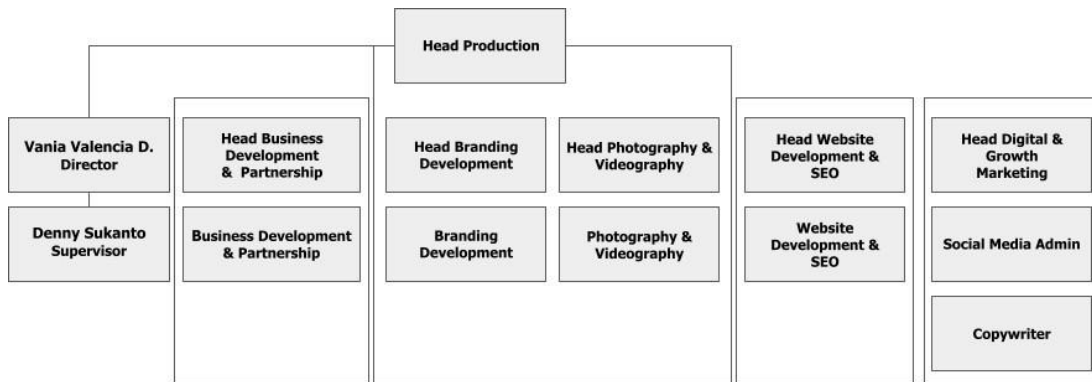

Figure 2.3 Organization PT Kalman Group Indonesia
Source: Company Processed Data, 2023

Each work position in the organizational structure of PT Kalman Group Indonesia has duties and responsibilities to achieve the company's goals. The organizational structure of PT Kalman Group Indonesia can be described as follows:

1. Business development and partnership play critical roles in driving growth, acquiring new clients, and expanding the agency's reach and capabilities.

   a. Assist in Conduct Market Research, responsible for the planning, execution, and analysis of market research projects, helping to uncover valuable consumer trends, competitive landscapes, and growth opportunities.

   b. Generate leads and build relationships with prospective clients, responsible for driving growth by identifying and cultivating new business opportunities. Leveraging strategic content marketing, targeted outreach, and engaging social media interactions.

   c. Maintain contact and follow-up with potential and existing clients, responsible for ensuring open lines of communication and understanding clients evolving needs. Through thoughtful and personalized follow-up

strategies, provide ongoing support, address inquiries, and showcase the value of company services.

    d. Manage sales pipeline, meticulously oversee and manage the entire sales pipeline, from lead generation to conversion, ensuring seamless progression and efficient movement of prospects through each stage. Employing advanced data analysis and CRM tools, the business development team will track, analyze, and report on key metrics, enabling data-driven decision-making and timely adjustments to strategies. The business development team's strategic insight and proactive approach will play a vital role in maximizing sales efficiency, driving revenue growth, and contributing to the overall success of the company.

    e. Track metrics to ensure targets are hit, responsible for identifying trends, opportunities, and potential challenges, the business development team will provide actionable insights that guide strategic decision-making and enable timely adjustments to marketing strategies.

    f. Reporting to clients and supervisors, the role will involve providing clear and insightful reports to both clients and supervisors.

2. Branding development is responsible for shaping and enhancing the brand identity and image of clients. Branding development team's duties and role involve creating and executing strategies to establish a strong brand presence, increase brand awareness, and build a positive brand reputation.

3. Photography and videography are responsible for creating visually appealing and compelling content that enhances the overall marketing efforts of clients. Photography and videography team's duties and role involve capturing high-quality photographs and videos, editing and post-processing them, and ensuring that the visual content aligns with the client's brand and marketing objectives.

4. Website development and search engine optimization (SEO) play crucial roles in creating and optimizing websites to enhance the online presence and

visibility of clients. Website development and search engine optimization (SEO) team's duties and roles involve designing and developing websites, implementing SEO strategies, and ensuring the website's effectiveness in achieving marketing goals. The channels that benefit from SEO include Websites, Blogs, and Info graphics.

5.   Digital and growth marketing are responsible for developing and executing strategies that drive digital marketing campaigns, acquire new customers, and optimize marketing efforts to achieve growth and business objectives. Digital and growth marketing team's duties and roles involve leveraging digital channels, analyzing data, and implementing tactics to maximize brand exposure, customer engagement, and conversions.

    a. Social media administrator is responsible for managing and executing social media strategies for clients. Social media administrator team's duties and role involve creating and curating engaging content, scheduling posts, monitoring social media channels, analyzing data, and fostering online communities. Social Media Marketing: This practice promotes your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business. The channels can use in social media marketing include Face book, Instagram, and Google+.

    b. Copywriter is responsible for crafting compelling and persuasive written content that effectively communicates the client's message, engages the target audience, and drives desired actions. Copywriter team' duties and role involve writing copy for various marketing materials, collaborating with clients and the creative team, conducting research, and adhering to brand guidelines.

2.5.   The Working Process

The business development team at PT Kalman Group Indonesia assumes the responsibility of supporting the execution of market research, lead generation, and client relationship-building activities. The business development team's duties also encompass maintaining communication and diligently following up with both potential and existing clients, as well as overseeing the sales pipeline and ensuring the achievement of set targets. Additionally, the team is tasked with monitoring key metrics to ensure targets are met and providing comprehensive reports to both clients and supervisors.

2.6.   Document Used for Activity

The applications used daily during the practical work at PT Kalman Group Indonesia are as follows:

1.   Onlypult

Onlypult is a platform for working with social media that allows managing multiple accounts, and posting photos and videos instantly and on the desired day and time. This application is utilized to schedule daily stories and client promos.

2.   Meta business suite

Meta Business Suite simplifies the process of building and managing your presence on Facebook and Instagram. It's where you can post, track performance, monetize content and interact with fans. This application is used to schedule daily stories and client posts as well as infopekerja.

3.   SMM Followers

A social media marketing (SMM) panel is a site/platform that sells/offers social media likes, follows, and views to persons and/or businesses at a fee. The smmfollows is a top SMM panel helps individuals and businesses connect and interact with a large, existing, and prospective customer base. Besides, a top SMM panel helps business leaders to pass trending and recent updates

about their products to a bigger audience. The platform offers additional followers to enterprises on social media to help them increase their engagements and conversions. This is useful for increasing the performance of the client's social media account and reaching more customers.

4. Instagram and Facebook

   Instagram and Facebook are social networking services that revolve around sharing photos and videos. The tasks involved performing social media administrative responsibilities, which included addressing customer inquiries across all client social media accounts.

5. Google My Business is a multifunctional platform offered by Google that allows businesses to manage their online presence and interactions with customers. It provides various features and functions to enhance a business's visibility in local search results and improve customer engagement. The core functionalities of Google My Business include:

   a. Business Information Management: Businesses can create and maintain their profile, ensuring accurate and up-to-date information such as business name, address, phone number, website URL, business hours, and description.

   b. Map Listing: Google My Business enables businesses to appear on Google Maps, making it easier for customers to find their physical location.

   c. Customer Reviews and Ratings: Customers can leave reviews and ratings about their experiences, and businesses can respond to these reviews, demonstrating a commitment to customer service.

   d. Photos and Videos: Businesses can upload images and videos to showcase their products, services, premises, and overall brand identity.

   e. Posts and Updates: Businesses can share posts about events, promotions, news, and updates directly on their Google My Business listing, engaging with customers and keeping them informed.

f. Questions and Answers: Businesses and customers can engage in a Q&A section, where common queries about the business are addressed.

g. Messaging: Google My Business allows customers to directly message businesses, facilitating real-time communication and inquiries.

h. Booking and Appointments: For service-based businesses, customers can book appointments directly through the platform.

i. Insights and Analytics: Businesses can access performance data, including the number of views, clicks, and customer engagement, helping them understand their online reach and impact.

j. Local Service Ads: Service-based businesses can run local service ads through Google My Business, making it easier for customers to find and contact them.

Through the utilization of Google My Business, the author possesses the capacity to undertake tasks encompassing the management of business information, the uploading of photos, the implementation of updates, as well as the facilitation of responses to customer reviews across all business client accounts.

6. Whatsapp

WhatsApp functions as a freeware, cross-platform, centralized instant messaging and voice-over-IP application. It grants users the ability to transmit text and voice messages, initiate voice and video calls, and exchange images, documents, user locations, and various other forms of content. This application is employed to maintain communication with clients in situations where it proves convenient for addressing their business requirements.

CHAPTER III
SCOPE OF THE PRACTICAL WORK

3.1. Job Description

This Practical work program is implemented at PT Kalman Group Indonesia Bali for 4 (Four Months), starting from February 20 to July 28, 2023. During the Practical work period, apprentices are placed in the Business Development Division. There are several tasks during the Practical work in Business Development at PT Kalman Group Indonesia as follows:

1. The Author was assigned to seek universities interested in forging a collaborative partnership between the campus and the AEI Internship Program.

2. The Author's task involves rephrasing marketing dictionary terminologies to enhance the digital dictionary coding programs.

3. The task entails adding relevant hashtags onto the pekerja.com stickers, which have been creatively crafted using the Giphy application.

4. The Author was tasked with scouting both foreign and local models, as well as influencers on Instagram, to participate in captivating photo shoots that cater to our client's business needs.

5. Actively sourcing and generating innovative concepts for informative posts on Work Motivation to be featured on Infopekerja's platform.

6. Managing the Infopekerjamalang and Infopekerjasamarinda social media accounts entails meticulously scheduling daily posts and stories through the Meta Business Suite.

7. Assuming the role of a social media administrator, responsible for responding to messages across various client business accounts, as well as organizing and scheduling daily stories and promotional content.

8. Playing a crucial role in customer relationship management by regularly following up on design and marketing requirements from clients within the Clients' WhatsApp group.

9. Responding to every review, revising the profile details, and uploading images on both the client's Google My Business and TripAdvisor accounts.

10. Create an article on the foodparadise website about best restaurant in Canggu, Seminyak and Uluwatu, Best restaurant and café in Singapura. Tips Travelling, The Best places in Bali.

11. The Author was assigned to order Instagram Autolikes and Instagram Autoviews through SMM Followers to increase engagement and visibility on the platform.

3.2.   System and Procedure

3.2.1. The Working Process

The Author is assigned to assist the Business Development and Customer Service Management (CSM) teams. To make it easier for employees to carry out their duties the company uses various applications such as onlypult, SMM followers, Meta Business Suite, and Creator Studio. In the CSM division, the writer is assigned to become the client's Instagram admin, ask for marketing and design needs in the Whatsapp Client Group and manage the client's business profile.

3.2.2. Working Procedure

The work procedures and activities conducted during practical assignments within the Business Development division of PT Kalman Group Indonesia can be described as follows:

1. Collaboration

AEI (PT Aplikasi Emiten Indonesia) provides opportunities for academics to develop themselves in the startup industry that suits the challenges of this era. AEI Internship is designed to prepare students who have the spirit to grow in the process

and realize the opportunities of the startup technology industry in the future, supported by the development of hard and soft skills such as interpersonal skills, character, and business ethics. In line with our main vision, participants are expected to be able to hone and maximize their potential to contribute to themselves and society.

Figure 3.1 AEI Internship Program
Source: emiten.com, 2023

Emiten.com is a reset risk recommendation application platform supported by a variety of experienced and certified independent analysts including fundamental and technical analysis.Therefore, The Author was tasked with establishing relationships with universities in Indonesia to make the Emiten Internship program a success, by looking for contact information that can be contacted through the university website. After that, The Author sent a letter requesting cooperation n via whatsapp and email.

2. Marketing Terms

The task assigned to The Author involves the rewording of terms within the marketing dictionary. The document comprises a minimum of about 100 (hundred)

terms necessitating rewording, with the primary objective being to contribute to the enhancement of the digital dictionary coding program.

Arti Penjelasan Pengertian VACILLATING CUSTOMER, Pelanggan Peragu adalah

VACILLATING CUSTOMER, Pelanggan Peragu dalam Kamus Istilah Dunia Marketing Online Offline, maka VACILLATING CUSTOMER, Pelanggan Peragu merupakan kata kata yang jarang sekali dimengerti Sebagian Banyak Orang pada umumnya.

VACILLATING CUSTOMER, Pelanggan Peragu lebih sering digunakan oleh marketer dan tenaga penjualan/pemasaran khususnya dalam dunia marketing seperti business development manager, sales regional manager, digital marketing manager, chief marketing officer.

VACILLATING CUSTOMER, Pelanggan Peragu adalah Pelanggan yang tidak bersedia, atau tidak dapat, menentukan kebutuhan -kebutuhannya sendiri ketika diberikan usulan yang positif.

Semoga penjelasan definisi kosakata VACILLATING CUSTOMER, Pelanggan Peragu dapat menambah wawasan serta pengetahuan anda dalam berkomunikasi secara lisan atau tertulis.

Arti Penjelasan Pengertian VALUE ADDED TAX (VAT), Pajak Pertambahan Nilai (PPN) adalah

VALUE ADDED TAX (VAT), Pajak Pertambahan nilai (PPN) dalam Kamus Istilah Dunia Marketing Online Offline, maka VALUE ADDED TAX (VAT), Pajak Pertambahan nilai (PPN) merupakan kata kata yang jarang sekali dimengerti Sebagian Banyak Orang pada umumnya.

VALUE ADDED TAX (VAT), Pajak Pertambahan nilai (PPN) lebih sering digunakan oleh marketer dan tenaga penjualan/pemasaran khususnya dalam dunia marketing seperti business development manager, sales regional manager, digital marketing manager, chief marketing officer.

Figure 3.3 Copy Marketing Terms
Source: Processed Data, 2023

3. Giphy Hashtags
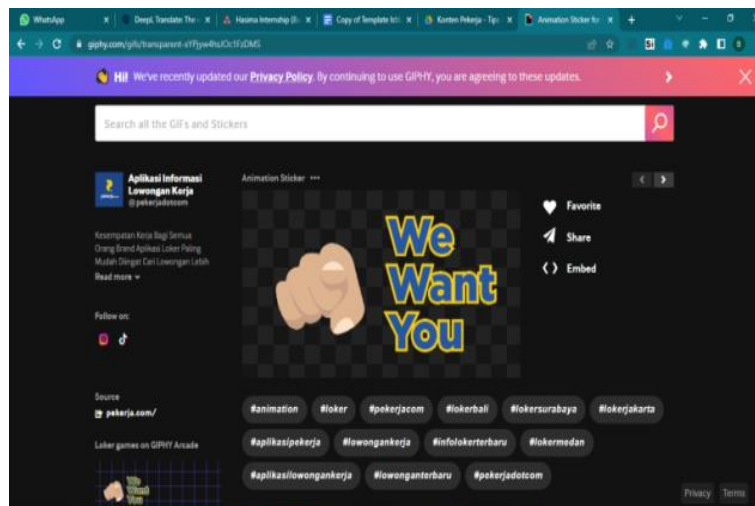
Figure 3.4 Giphy Hashtags
Source: Processed Data. 2023

Giphy is a search engine for animated GIFs, short, looped video clips without sound that are often used in social media and messaging applications. Giphy allows users to search for and share GIFs with others. It also provides tools for creating and

editing GIFs. The designed stickers serve the purpose of enhancing product identity and branding, making them more contemporary and appealing. The inclusion of hashtags within the pekerja.com animated stickers, created through the Giphy application, aims to streamline the visibility of the stickers during searches based on relevant keywords.

4.   Research Models

The Author was assigned to find foreign, local and influencer models for photo taking purposes to create new content for the client's business. The writer searched for models through Instagram, by exploring popular tourist spots in Bali and summarizing them in spreadsheets.

	Username	Fullname	Followers	Following	Posts	Public Email	Contact Phone	City	Street Address	Is private	Is verified	Is business	External URL	
2	vpforeverorganization	VP FOREVER	409	177	19	info@volunteer-programs-forever.org	081237447579			NO	NO	YES	https://volunteer-programs-forever.org/	Empowering f future throug(PREVIOUS AC(SHARE
3	andimobilindo2	Andi Mobilindo	72	101	23	andimobilindo2@gmail.com	085156510610			NO	NO	NO	http://bit.ly/WA-Andi-mobilindo	Terima Jual Be Trade-in Cash, Jl. Pendidikan
4	andimobilindobali	andi mobilindo bali	109	4	5	triyantoroandi@gmail.com	081236091525	Denpasar, Bali, Ir	jl.tukad badung 355a renon	NO	NO	YES		ANDI MOBILIN
5	relxcanggu	Relx Canggu	5642	489	1346	relxbali@gmail.com	082147744775	Canggu	jalan nelayan no 2	NO	NO	YES	http://www.relxbali.com/	Selling Relx pr Available on T wa: +62 821-4 loc: Inside Pit:
6	ayua_yyuu	♡apriasia dewi ♡	1233	522	44	ayuariesti024@gmail.com	082144546028			NO	NO	NO		Bali🍎 (aries🌟) Follow💫 comment and Bantu 10k guy Sok hits!!🔥 #akunaktif
7	dayat_artha	H y d a y a t a r t h a	1767	1654	83	imam.sofian22@gmail.com	085737122486			NO	NO	NO	http://instagram.com/dayat_artha	jangan lupa su https://youtul 6w followback DM🍎 📍bali_indones
8	gunggekdewi	I Gusti Ayu Kusuma Dewi, S.E	7443	3553	210	gunggekdewi10@gmail.com	-			NO	NO	NO	http://winata.jewelry	@gungkrisna Beauty Enthu: Normal to dry DM for any in
9	uptodate.ubud	UPTODATE Cafe & Eatery Ubud	13749	773	775	uptodateubud@gmail.com	081338358054			NO	NO	NO	https://linktr.ee/uptodateubud	⏰ OPEN 08.(🍴 Menu Nus 📍 Cafe & Liv Bar with U Menu & N
10	intanpermatasidiki	Intan Permata	22168	3301	393	intanpermatatata@gmail.com	081337132181			NO	NO	NO		Mom of SAK(ArisanTrust&C OWNER @aris

Figure 3.5 Research Model
Source: Processed Data, 2023

5.   Search and edit Infopekerja's content

Instagram content marketing refers to marketing activities using content published on Instagram to attract potential customers. Therefore, The Author was assigned to find content related to worker tips and work motivation on Google and Pinterest. This is to improve marketing activities and strengthen the profile of each infopekerja. After finding ideas related to worker motivation, the writer recreates them by adding new ideas from the writer and this content will be designed by the team designer to be published on the worker's social media.
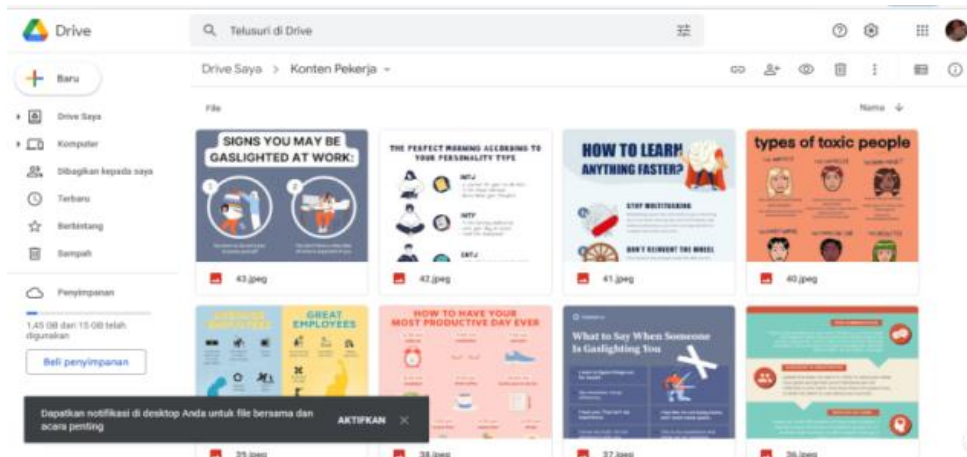
Figure 3.6 Search and recreate new content for Infopekerja
Sources: Processed Data, 2023

6.　　　Manage infopekerjamalang and infopekerjasamarinda accounts

PT Kalman Group Indonesia has a company product in the form of a job application called Pekerja.com. This application aims to make it easier for people to find safe and trusted jobs. In addition to the application, there are promotional media such as Instagram and Facebook called Infopekerja. The Author manages infopekerjamalang and an infopekerjasamarinda account, The Author is required to schedule around 15 posts per day and schedule stories. For post-feed content, The Author will look for vacancies in the area held from other vacancy information accounts.
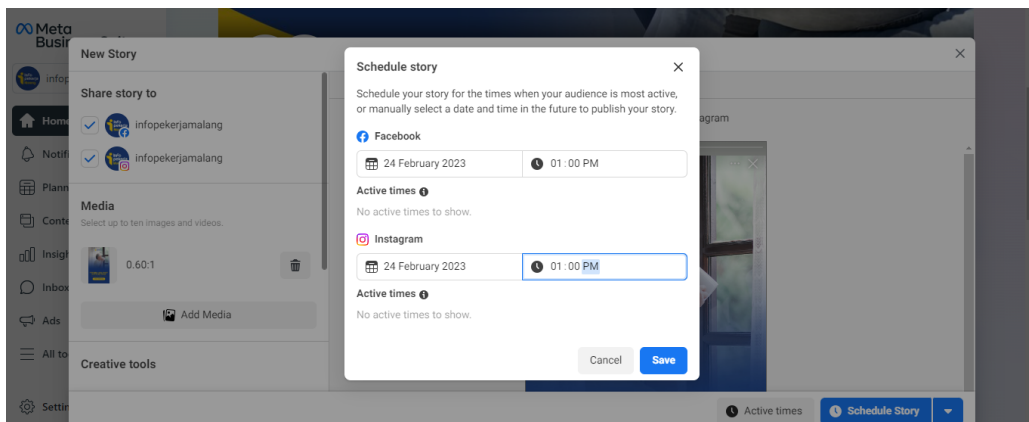
Figure 3.7 schedule posting and story content in Meta Business Suite
Sources: Processed Data, 2023

7.   Social Media Admin

PT Kalman Group Indonesia serves over 50 additional clients across Jakarta, Surabaya, and Bali, encompassing diverse industries such as cafes, restaurants, electronic centers, baby shops, veterinary clinics, villas, hotels, supermarkets, and even malls. These clients have engaged the services of Kalman Marketing Agency to enhance their brand visibility. Each of these clients maintains its own Instagram presence which necessitates effective management. In this context, The Author's role encompassed responding to direct messages encompassing inquiries, critiques, reservations, and recommendations tied to the client's businesses, while also addressing incoming comments.
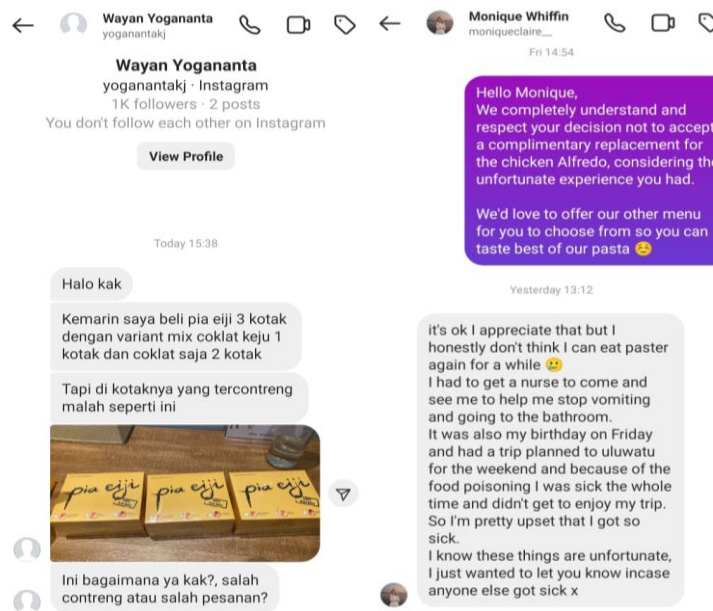
Figure 3.7 Reply Direct Message and messenger
Sources: Processed Data, 2023

8.   Schedule Daily Stories

Throughout the practical work, The Author's primary responsibility involved arranging daily stories for the upcoming week across Instagram and Facebook platforms for all 52 (fifty-two) clients of PT Kalman Group Indonesia. This task of scheduling daily stories was executed using the Onlypult application.
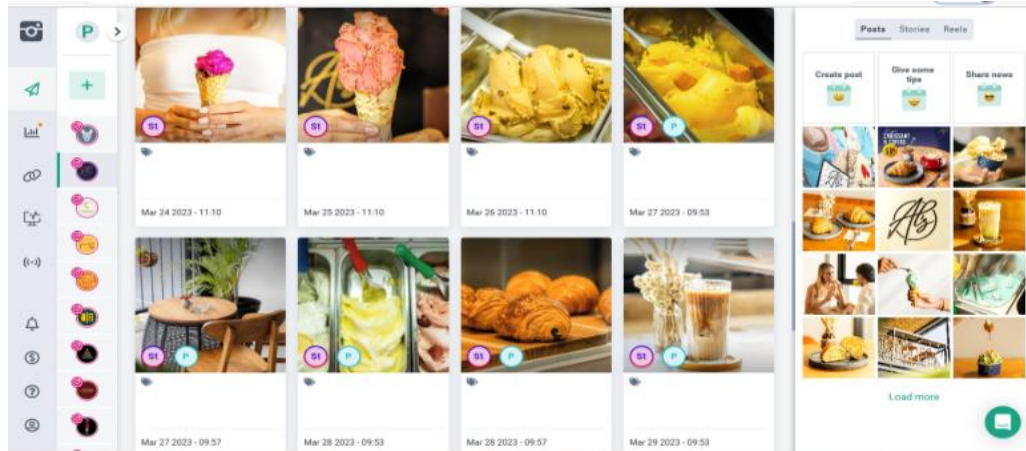
Figure 3.8 Onlypult app
Sources: Processed Data, 2023

In addition to scheduling stories on the onlypult app, The Author also uses the Meta Business Suite app to schedule client story content that has been designed by the production team and in this app, The Author also schedules content story for infopekerjamalang and infopekerjasamarinda.
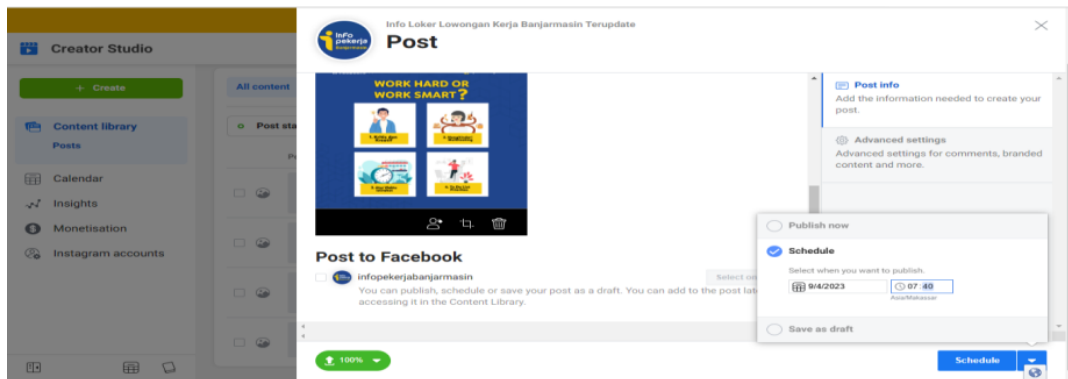
Figure 3.9 Meta Businesses Suite App
Sources: Processed Data, 2023

9.   Customer Service Management (CSM)

The role of customer service management within PT Kalman Group Indonesia involves overseeing and optimizing the client experience to ensure satisfaction, effective communication, and successful collaboration. The Author is also tasked with proactively inquiring about design and marketing requirements within the

Whatsapp client group. Additionally, The Author is responsible for reviewing unread Whatsapp messages, addressing any pending replies, and validating all customer feedback, including critiques and suggestions.

Figure 3.10 Customer service Management
Sources: Processed Data, 2023

10. Foodparadise website

PT Kalman Group Indonesia has a marketing product in the form of a website, foodparadise. The Author was taught to create articles related to tourist attractions, cafes, restaurant and travelling tips in Bali and Singapore.
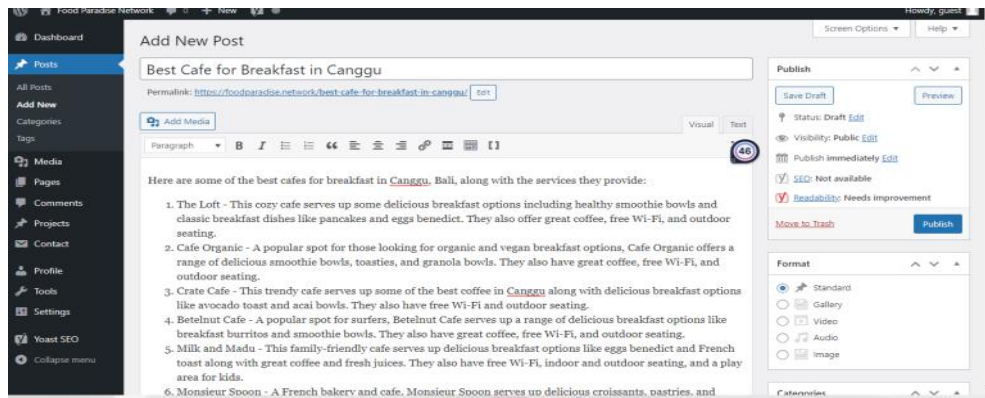
Figure 3.11 foodparadise.network website
Sources: Processed Data, 2023

11. SMM Follows

A social media marketing (SMM) panel is a site/platform that sells/offers social media likes, follows, and views to persons and/or businesses at a fee. The smmfollows is a top SMM panel that helps individuals and businesses connect and

interact with a large, existing, and prospective customer base. Besides, a top SMM panel helps business leaders to pass trending and recent updates about their products to a bigger audience. The platform offers additional followers to enterprises on social media to help them increase their engagements and conversions. The Author was also taught to use the SMM Follows app, to increase the Likes and Views of posts on the client's social media. This is to increase the exposure and branding of the client's business.
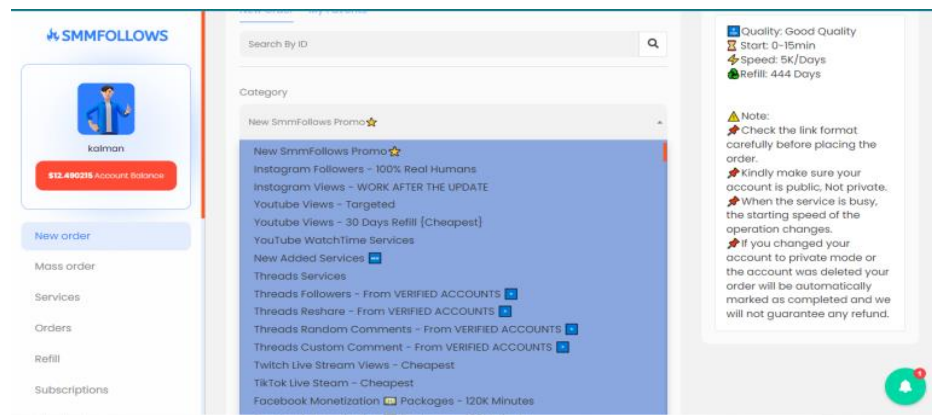
Figure 3.12 SMM Follows app
Sources: Processed Data, 2023

3.3. Place of Practical work

This Practical work activity was carried out at PT Kalman Group Indonesia which is located at Raya Padang Luwih street, number 8, Kuta Utara Sub-district, Badung Regency, Bali 80361, during the Job Training activities The Author is placed in the Business Development. Practical work Activities starting from February 20, 2023 to July 28, 2023.

Table 3.1 Practice Work Schedule

No	Day	Working Hours	Agency
1.	Monday to Saturday	09.00AM to 18.00PM	Kalman Marketing
2.	Sunday	Holiday	Holiday

Source: Processed Data, 2023

3.4. Kind and Description of the Activity

The following are the activities carried out during the Practical work Process at PT Kalman Group Indonesia:

Table 3.2 Daily Activities February 20 to March 4 2023

No	Date and Time	Activity	Workplace
1.	Monday, February 20th, 2023	1. Seeking Higher Education Partnership for emiten.com Internship Program 2. Understand about Marketing Dictionary Terms	Business Development
2.	Tuesday, February 21th, 2023	1. Create Hashtags on giphy 2. Find Infopekerja content 3. continue to marketing terms 4. Research influencers	Business Development
3.	Wednesday, February 22th, 2023	1. Continue the dictionary of Marketing terms 2. Create a Schedule in Creator Studio 3. Create Infopekerja content 4. Check Story dead 5. Reply to review Google my business client	Business Development
4.	Thursday, February 23th, 2023	1. Check Stories Clients and Infopekerja 2. Weekly infopekerja Content Schedule 3. Content Schedule infopekerja Malang and Samarinda 4. Reply to Review Google my business Clients	Business Development
5.	Friday, February 24th, 2023	1. Research model for photo taking 2. Reply to review Google My Business Clients 3. Schedule content and stories Infopekerja 4. Check Stories Clients and Infopekerja	Business Development
6.	Saturday, February 25th, 2023	1. Copy Marketing term 2. Create idea Content for pekerja 3. Schedule story Malang and Samarinda 4. Edit infopekerja Malang and Samarinda 5. Reply to Review Google My Business 6. Check link beacons for all clients Instagram	Business Development

Source: Processed Data, 2023

Table 3.2 is the first week of the practical work, The Author was introduced to the work system and the target to be achieved. The Author was taught to create content ideas, animated stickers and operate Infopekerja accounts consisting of two regions namely Infopekerjasamarinda and Infopekerjamalang,

Table 3.3 Daily Activities February 27th to March 4th 2023

No	Date and Time	Activity	Workplace
1.	Monday, February 27th, 2023	1. Schedule of infopekerja posts Malang and Samarinda 2. Weekly content schedule in April 3. Research model for phototaking 4. Reply to Review Google my Business Clients 5. Edit infopekerja Malang and Samarinda Content on Canva	Business Development
2.	Tuesday, February 28th, 2023	1. April Weekly Content Schedule for all Infopekerja accounts 2. March Weekly Schedule 3. Schedule infopekerja Tangerang and Bandung 4. Check client and Infopekerja stories 5. Check the typo in the Clients Menu	Business Development
3.	Wednesday, March 1st, 2023	1. Tangerang Content Target with 4000 per month 2. Check client stories and infopekerja 3. Weekly content schedule for March 4. Check the client's Instagram	Business Development
4.	Thursday, March 2nd, 2023	1. Client Administration Checklist (Upload the photo on Google my business) 2. Schedule Story Infopekerja Malang, Samarinda and Lampung 3. Check story dead Client and Infopekerja 4. Check the Clients Instagram social media 5. Weekly content schedule for March	Business Development
5.	Friday, March 3rd, 2023	1. March Weekly Schedule 2. Check client stories and Infopekerja 3. Check clients' Instagram 4. Check client's WhatsApp group, recap requests, and follow up on marketing or design needs. 5. Worker content schedul	Business Development
6.	Saturday, March 4th, 2023	1. March Weekly Schedule 2. Check client stories and Infopekerja 3. Check client's WhatsApp group, recap requests, and follow up on marketing or design needs. 4. Infopekerja content schedule 5. Search Influencer and Model for Phototaking	Business Development

Source: Processed Data, 2023

Table 3.3 is the second week of the practical work; The Author was directed to be able to assist the Customer Service Management (CSM) team and Social Media

Admin Team. That is to help enquire about design and marketing needs, confirm complaints from visiting customers, and schedule daily stories for the week ahead.

Table 3.4 Daily Activities March 6th to March 11th 2023

No	Date and Time	Activity	Workplace
1.	Monday, March 6th, 2023	1. Check Social Media Client 2. Reply to review Google My Business Clients 3. check Client stories and infopekerja 4. Schedule daily stories	Business Development
2.	Tuesday, March 7th, 2023	1. Check Social Media Client 2. reply to review Google My Business Clients 3. check Client stories and infopekerja 4. Schedule daily stories 5.	Business Development
3.	Wednesday, March 8th, 2023	1. Check Social Media Client 2. reply to review Google My Business Clients 3. check Client stories and infopekerja 4. Schedule daily stories 5. Schedule Content Infopekerja Samarinda, Lampung and Malang 6. Search and recap café seminyak	Business Development
4.	Thursday, March 9th, 2023	1. Check Sosial Media Clients 2. Schedule stories daily client 3. Schedule content post and stories Infopekerja	Business Development
5.	Friday, March 10th, 2023	1. Search Café, Villa and Restaurant in Seminyak area 2. Check Social media Client 3. Check stories Client and Infopekerja	Business Development
6.	Saturday, March 11th, 2023	1. Schedule content Infopekerja 2. Check group Social media and group whatsapp client. 3. Search model Bule Family for phototaking 4. Schedule stories daily clients	Business Development

Source: Processed Data, 2023

Table 3.4 is the third week, in addition to daily tasks such as schedule stories and content posts for the Infopekerja, The Author must be able to assist the production team to find models for phototaking and the business development to find potential new clients for Kalman Marketing.

Table 3.5 Daily Activities March 13th to March 18th 2023

No	Date and Time	Activity	Workplace
1.	Monday, March 13th, 2023	1. Check Social Media Clients 2. Reply to Review Google my business client 3. Schedule stories daily client 4. Schedule content post Infopekerja 5. Check stories Client and Infopekerja	Business Development
2.	Tuesday, March 14th, 2023	1. Search Café, Villa and Restaurant in Seminyak area 2. Check Social media Client 3. Check stories Client and Infopekerja	Business Development
3.	Wednesday, March 15th, 2023	1. Schedule content Infopekerja 2. Check group Social media and group whatsapp client. 3. Search model Bule Family for phototaking 4. Schedule stories daily clients	Business Development
4.	Thursday, March 16th, 2023	1. Schedule content Infopekerja Malang and Samarinda 2. Check menu and operational hour for Nyepi 3. Reply to review and Edit Profile Google My Business Client	Business Development
5.	Friday, March 17th, 2023	1. Check Social Media and absence 2. Schedule Content Infopekerja 3. Check stories client and Infopekerja 4. Search sushi restaurant area Canggu 5. Check typo in the menu restaurant client	Business Development
6.	Saturday, March 18th, 2023	1. Schedule content infopekerja 2. Create and Post article di food paradise website 3. Check Social Media Client 4. Check stories client and infopekerja	Business Development

Source: Processed Data, 2023

Table 3.5 is the fourth week, The Author was taught to create articles about the best restaurants in Canggu and Seminyak as well as other articles on the foodparadise company website

Table 3.6 Daily Activities March 20th to March 25th 2023

No	Date and Time	Activity	Workplace
1.	Monday, March 20th, 2023	1. Schedule content infopekerja 2. Create and Post article di food paradise website 3. Check Social Media Client 4. Check stories client and infopekerja	Business Development

No	Date and Time	Activity	Workplace
2.	Tuesday, March 21th, 2023	Holiday	Business Development
3.	Wednesday, March 22th, 2023	Holiday	Business Development
4.	Thursday, March 23th, 2023	Holiday	Business Development
5.	Friday, March 24th, 2023	1. Create and post article in foodparadise website 2. Schedule content Infopekerja Malang and Samarinda 3. Check stories Client and Infopekerja 4. Check Social Media client and infopekerja	Business Development
6.	Saturday, March 25th, 2023	1. Schedule content and stories Infopekerja Samarinda, Malang and Lampung 2. Schedule Daily Stories Client 3. Check Social media and Check New Post likes 4. Check Stories Client and Infopekerja	Business Development

Source: Processed Data, 2023

Table 3.6 is the fifth week, The Author worked on the daily assignments that had been given. Scheduling Stories and Infopekerja Content carried out in the meta app

Table 3.7 Daily Activities March 27th to April 1st 2023

No	Date and Time	Activity	Workplace
1.	Monday, March 27th, 2023	1. Schedule content and stories Infopekerja Samarinda, Malang and Lampung 2. Schedule Daily Stories Client 3. Check Social media and Check New Post likes 4. Check Stories Client and Infopekerja	Business Development
2.	Tuesday, March 28th, 2023	1. Schedule content and stories Infopekerja Samarinda, Malang and Lampung 2. Schedule Daily Stories Client 3. Check Social media and Check New Post likes 4. Check Stories Client and Infopekerja	Business Development
3.	Wednesday, March 29th, 2023	1. Schedule content and stories Infopekerja Samarinda, Malang and Lampung 2. Schedule Daily Stories Client 3. Check Social media and Check New Post likes	Business Development

No	Date and Time	Activity	Workplace
		4. Check Stories Client and Infopekerja 5. Search influencer	
4.	Thursday, March 30th, 2023	1. Schedule content and stories Infopekerja Samarinda, Malang and Lampung 2. Schedule Daily Stories Client 3. Check Social media and Check New Post likes 4. Check Stories Client and Infopekerja 5. Reply to review Google my business client	Business Development
5.	Friday, March 31th, 2023	1. Check Social Media clients 2. Check Stories Clients and Infopekerja 3. Reply to review Google my business client 4. Create article in honey combers	Business Development
6.	Saturday, April 1st, 2023	1. Check social media clients 2. Check stories post clients and Infopekerja 3. Orders Google review services 4. Create template five-star review reply	Business Development

Source: Processed Data, 2023

Table 3.7 is the sixth week, The Author ordered a Google review service for pekerja.com app and Infopekerjabali maps to improve company product performance. In addition, The Author also created template for five-star reviews.

Table 3.8 Daily Activities April 3rd to April 8th 2023

No	Date and Time	Activity	Workplace
1.	Monday, April 3st, 2023	1. Check group whatsapp client and recap request marketing or design 2. Check social media client 3. Schedule hampers Eid Mubarak in Instagram Client 4. Check Likes and Account reached on Instagram client 5. Check stories post client and infopekerja	Business Development
2.	Tuesday, April 4th, 2023	1. Check stories post client and Infopekerja 2. Schedule stories daily client in onlypult 3. Check social media client 4. Schedule infopekerjasamarinda content	Business Development
3.	Wednesday, April 5th, 2023	1. Create honey combers articles 2. Check social media client 3. Check stories client and Infopekerja	Business Development

No	Date and Time	Activity	Workplace
		4. Check request client in group whatsapp	
4.	Thursday, April 6th, 2023	1. Check stories client and infopekerja 2. Check social media client 3. Check request client in group whatsapp 4. Create article in honey combers 5. Schedule stories infopekerjasamarinda, infopekerjamalang, and infopekerjalampung 6. Schedule daily content clients in onlypult	Business Development
5.	Friday, April 7th, 2023	1. Schedule Jumat Agung greeting in social media clients 2. Schedule daily stories clients 3. Reply to review Google My Business Clients 4. Create article honey combers	Business Development
6.	Saturday, April 8th, 2023	Holiday	Business Development

Source: Processed Data, 2023

Table 3.8 is the seventh week of the practical work. The Author focused more on working on customer service management (CSM) and social media admin tasks. That is, reply to all incoming messages and repost stories in all social media client accounts, schedule daily stories in onlypult and Meta Business suite, and reply to all bad reviews and five-star reviews in the Google business client.

Table 3.9 Daily Activities April 10th to April 15th 2023

No	Date and Time	Activity	Workplace
1.	Monday, April 10th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content 5. Check stories unsent client and infopekerja	Business Development
2.	Tuesday, April 11th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content	Business Development
3.	Wednesday, April 12th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content	Business Development

No	Date and Time	Activity	Workplace
4.	Thursday, April 13th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content 5. Check stories unsent client and infopekerja 6. Edit operational hour for Eid Mubarak on Google Business Clients 7. Create article on Honey Combers	Business Development
5.	Friday, April 14th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content 5. Check stories unsent client and infopekerja 6. Reply to review Google My Business Clients	Business Development
6.	Saturday, April 15th, 2023	1. Check social media clients 2. Schedule daily stories clients 3. Schedule infopekerja content 4. Check stories unsent client and infopekerja 5. Reply to review Google my business clients 6. Create template reply five-star for Google my business clients	Business Development

Source: Processed Data, 2023

Table 3.9 is the eighth week of the practical work. The Author focused more on working on customer service management (CSM) and social media admin tasks. That is, recapitulating client requests in the WhatsApp group, and marking messages that have not been replied to, and making reply sentences to bad reviews from customers who visit the client's business.

Table 3.10 Daily Activities April 17th to April 22th 2023

No	Date and Time	Activity	Workplace
1.	Monday, April 17th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content 5. Check stories unsent client and infopekerja	Business Development
2.	Tuesday, April 18th, 2023	1. Check social media clients 2. Check and recap request from clients	Business Development

No	Date and Time	Activity	Workplace
		group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content 5. Check stories unsent client and infopekerja 6. Unfollow following on Instagram Clients	
3.	Wednesday, April 19th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content 5. Check stories unsent client and infopekerja 6. Schedule New Menu Clients on Instagram 7. Reply to review Google my business clients	Business Development
4.	Thursday, April 20th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content 5. Check stories unsent client and infopekerja 6. Schedule Eid Mubarak Greeting on social media clients	Business Development
5.	Friday, April 21th, 2023	Holiday	Business Development
6.	Saturday, April 22th, 2023	Holiday	Business Development

Sources: Processed Data, 2023

Table 3.10 is the ninth week of the practical work. The Author focused more on working on customer service management (CSM) and social media admin tasks. In addition, The Author scheduled Eid Mubarak greetings on all the Client's social media accounts.

Table 3.11 Daily activities April 24th to April 29th 2023

No	Date and Time	Activity	Workplace
1.	Monday, April 24st, 2023	Holiday	Business Development
2.	Tuesday, April 25th, 2023	Holiday	Business Development
3.	Wednesday, April 26th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Recap account reached client	Business Development

No	Date and Time	Activity	Workplace
		4. Recap FAQ Clients	
4.	Thursday, April 27th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule content post Infopekerjasamarinda and infopekerjamalang	Business Development
5.	Friday, April 28th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients	Business Development
6.	Saturday, April 29th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients	Business Development

Source: Processed Data, 2023

Table 3.11 is the tenth week of the practical work. The Author focused more on working on customer service management (CSM) and social media admin tasks.

Table 3.12 Daily Activities May 1st to May 6th 2023

No	Date and Time	Activity	Workplace
1.	Monday, May 1st, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule clients collection product on onlypult	Business Development
2.	Tuesday, May 2nd, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients	Business Development
3.	Wednesday, May 3rd, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business	Business Development

No	Date and Time	Activity	Workplace
		clients 5. Schedule daily stories clients	
4.	Thursday, May 4th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients	Business Development
5.	Friday, May 5th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients	Business Development
6.	Saturday, May 6th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients	Business Development

Source: Processed Data, 2023

Table 3.12 is the eleventh week of the practical work. The Author focused more on working on customer service management (CSM) and social media admin tasks.

Table 3.12 Daily activities May 8th to May 13th 2023

No	Date and Time	Activity	Workplace
1.	Monday, May 8th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients	Business Development
2.	Tuesday, May 9th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients 6. Schedule collection client product on onlypult	Business Development
3.	Wednesday, May 10th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client	Business Development

No	Date and Time	Activity	Workplace
		3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients	
4.	Thursday, May 11th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients 6. Change operational hour on TripAdvisor Clients	Business Development
5.	Friday, May 12th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients 6. Schedule post music live client on onlypult	Business Development
6.	Saturday, May 13th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients	Business Development

Source: Processed Data, 2023

Table 3.13 is the twelfth week of the practical work. The Author focused more on working on customer service management (CSM) and social media admin tasks.

Table 3.14 Daily Activities May 15th to May 20th 2023

No	Date and Time	Activity	Workplace
1.	Monday, May 15th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients	Business Development
2.	Tuesday, May 16th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients	Business Development
3.	Wednesday, May	1. Check Stories unsend client and	Business

No	Date and Time	Activity	Workplace
	17th, 2023	Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients	Development
4.	Thursday, May 18th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients	Business Development
5.	Friday, May 19th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients	Business Development
6.	Saturday, May 20th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients 5. Schedule Job Vacancy clients	Business Development

Source: Processed Data, 2023

Table 3.14 is the Thirteenth week of the practical work. The Author focused more on working on customer service management (CSM) and social media admin tasks.

Table 3.15 Daily Activities May 22th to May 27th 2023

No	Date and Time	Activity	Workplace
1.	Monday, May 22th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients	Business Development
2.	Tuesday, May 23th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients 5. Recap request client on whatsapp group	Business Development
3.	Wednesday, May 24th, 2023	1. Check Stories unsend client and Infopekerja	Business Development

No	Date and Time	Activity	Workplace
		2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients 5. Schedule new collection client on onlypult	
4.	Thursday, May 25th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients 5. Share promo client on facebook comunity	Business Development
5.	Friday, May 26th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients 5. Order instagram autoview on SMM followers	Business Development
6.	Saturday, May 27th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients 5. Create template five-star reply for new clients	Business Development

Sources: Processed Data, 2023

Table 3.15 is the fourteenth week of the practical work. The Author focused more on working on customer service management (CSM) and social media admin tasks and The Author was taught to Instagram autoviews orders in the SMM followers.

Table 3.16 Daily Activities May 29th to June 3rd 2023

No	Date and Time	Activity	Workplace
1.	Monday, May 29th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients	Business Development
2.	Tuesday, May 30th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client	Business Development

No	Date and Time	Activity	Workplace
		3. Reply to review Google my business clients 4. Schedule daily stories clients 5. Orders Instagram Autolikes in the smm followers	
3.	Wednesday, May 31th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients	Business Development
4.	Thursday, June 1st, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule operational hour clients and daily stories clients on the onlypult	Business Development
5.	Friday, June 2nd, 2023	Holiday	Business Development
6.	Saturday, June 3rd, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule new collection client and daily stories clients in the onlypult	Business Development

Source: Processed Data, 2023

Table 3.16 is the Fifteenth week of the practical work. The Author focused more on working on customer service management (CSM) and social media admin tasks and The Author was taught to Instagram autolike orders in the SMM followers.

Table 3.17 Daily Activities June 5th to June 10th 2023

No	Date and Time	Activity	Workplace
1.	Monday, June 5th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Check likes and order in the smm followers	Business Development
2.	Tuesday, June 6th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development
3.	Wednesday, June 7th,	1. Check Stories unsend client and	Business

No	Date and Time	Activity	Workplace
	2023	Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Schedule promo client in the onlypult	Development
4.	Thursday, June 8th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development
5.	Friday, June 9th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Schedule new collection Clients in the onlypult	Business Development
6.	Saturday, June 10th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development

Source: Processed Data, 2023

Table 3.17 is the Sixteenth week of the practical work. The Author focused more on working on customer service management (CSM) and social media admin tasks and The Author was taught to Instagram autolike orders in the SMM followers.

Table 3.18 Daily Activities June 12th to June 17th 2023

No	Date and Time	Activity	Workplace
1.	Monday, June 12th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development
2.	Tuesday, June 13th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development
3.	Wednesday, June 14th, 2023	1. Check Stories unsend client and Infopekerja	Business Development

No	Date and Time	Activity	Workplace
		2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	
4.	Thursday, June 15th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development
5.	Friday, June 16th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development
6.	Saturday, June 17th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Schedule New menu client in the onlypult 6. Change operational hour client	Business Development

Source: Processed Data, 2023

Table 3.18 is the Seventeenth week of the practical work. The Author focused more on working on customer service management (CSM) and social media admin tasks.

Table 3.19 daily Activities June 19th to June 24th 2023

No	Date and Time	Activity	Workplace
1.	Monday, June 19th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Schedule new collection clients	Business Development
2.	Tuesday, June 20th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development
3.	Wednesday, June 21th, 2023	1. Check Stories unsend client and Infopekerja	Business Development

No	Date and Time	Activity	Workplace
		2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	
4.	Thursday, June 22th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development
5.	Friday, June 23th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development
6.	Saturday, June 24th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development

Source: Processed Data, 2023

Table 3.19 is the eighteenth week of the practical work. The Author focused more on working on customer service management (CSM) and social media admin tasks.

Table 3.20 Daily Activities June 26th to July 1st 2023

No	Date and Time	Activity	Workplace
1.	Monday, June 26th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development
2.	Tuesday, June 27th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development
3.	Wednesday, June 28th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development
4.	Thursday, June 29th,	1. Check Stories unsend client and	Business

No	Date and Time	Activity	Workplace
	2023	Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Development
5.	Friday, June 30th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development
6.	Saturday, July 1st, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development

Source: Processed Data, 2023

Table 3.20 is the Nineteenth week of the practical work. The Author focused more on working on customer service management (CSM) and social media admin tasks.

Table 3.21 Daily Activities July 3rd to July 8th 2023

No	Date and Time	Activity	Workplace
1.	Monday, July 3rd, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Schedule new collection client	Business Development
2.	Tuesday, July 4th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development
3.	Wednesday, July 5th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Recap autolike and autoview instagram clients	Business Development
4.	Thursday, July 6th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client	Business Development

No	Date and Time	Activity	Workplace
		3. Schedule daily stories clients 4. Reply to review Google my business Clients	
5.	Friday, July 7th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Order autolikes inte smm followers	Business Development
6.	Saturday, July 8th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development

Source: Processed Data, 2023

Table 3.21 is the twentieth week of the practical work. The Author focused more on working on customer service management (CSM) and social media admin tasks.

Table 3.22 Daily Activities July 10th to July 15th, 2023

No	Date and Time	Activity	Workplace
1.	Monday, July 10th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Schedule new collection client	Business Development
2.	Tuesday, July 11th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development
3.	Wednesday, July 12th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Recap autolike and autoview instagram clients	Business Development
4.	Thursday, July 13th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients	Business Development

No	Date and Time	Activity	Workplace
		4. Reply to review Google my business Clients	
5.	Friday, July 14th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Order autolikes inte smm followers	Business Development
6.	Saturday, July 15th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development

Sources: Processed Data, 2023

Table 3.22 is the twenty-first week of the practical work. The Author focused more on working on customer service management (CSM) and social media admin tasks

Table 3.23 Daily Activities July 17th to July 22th, 2023

No	Date and Time	Activity	Workplace
1.	Monday, July 17th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Schedule new collection client	Business Development
2.	Tuesday, July 18th, 2023	1. Check Stories unsend client and Infopekerja 2. Schedule daily stories clients 3. New apprentice training	Business Development
3.	Wednesday, July 19th, 2023	1. Check Stories unsend client and Infopekerja 2. Schedule daily stories clients 3. New apprentice training	Business Development
4.	Thursday, July 20th, 2023	1. Check Stories unsend client and Infopekerja 2. Schedule daily stories clients 3. New apprentice training	Business Development
5.	Friday, July 21th, 2023	1. Check Stories unsend client and Infopekerja 2. Schedule daily stories clients 3. New apprentice training	Business Development
6.	Saturday, July 22th, 2023	1. Check Stories unsend client and Infopekerja	Business Development

		2. Schedule daily stories clients 3. New apprentice training	

Table 3.23 is the twenty-second week of the practical work. The Author focused more on working on customer service management (CSM) and social media admin tasks. The Author also teaches new intern about social media admin job description.

Table 3.24 Daily Activities July 24th to July 28th, 2023

No	Date and Time	Activity	Workplace
1.	Monday, July 24th, 2023	1. Schedule daily stories clients 2. New apprentice training	Business Development
2.	Tuesday, July 25th, 2023	1. Schedule daily stories clients 2. New apprentice training	Business Development
3.	Wednesday, July 26th, 2023	1. Schedule daily stories clients 2. New apprentice training	Business Development
4.	Thursday, July 27th, 2023	1. Schedule daily stories clients 2. New apprentice training	Business Development
5.	Friday, July 28th, 2023	1. Schedule daily stories clients 2. New apprentice training	Business Development

Table 3.23 is the twenty-third week of the practical work. The Author teaches new intern about social media admin job description.

CHAPTER IV
CONCLUSION AND SUGGESTION

4.1. Conclusion

During the 4 (four) months of practical work at PT Kalman Group Indonesia, which held significant meaning for The Author, The Author had the opportunity to meet the extraordinary Kalman team, who were extremely helpful throughout this practical work process. The Author also gained new experiences and knowledge, which have been highly beneficial, especially in the realm of digital marketing. Throughout this practical work, The Author was engaged in job descriptions primarily focused on Customer Services Management (CSM) and Social Media Administration.

In the first week, The Author assisted in identifying and reaching out to universities for collaboration in the intern emiten.com program, managed the accounts of infopekerjamalang and infopekerjasamarinda, scheduled content posts and stories, compiling a recap list of cafes and restaurants in Bali for Kalman's business development, and translating marketing terms for digital glossary programming. The Author's tasks included scheduling daily story content on applications like Onlypult and Meta Business Suite, responding to reviews on Google Business Client, and formulating response sentences for negative reviews regarding service, food taste, and the ambiance of clients' cafes or restaurants, monitored the appearance of stories on clients' Instagram, placed orders for autolikes and autoviews using the SMM Follows application and authored articles on the foodparadise.network website.

4.2. Suggestion

Based on the experience that has been felt during the practical activities, practitioners intend to convey suggestions that hopefully can be accepted and used as a reference point for future improvements for various parties, namely for The Authors themselves, students who will do practical work at PT Kalman Group Indonesia Indonesia, for companies and for the State Polytechnic of Bengkalis. The following are some of these suggestions:

1. Author

   The Author is advised to exercise greater caution when responding to incoming messages on Instagram and Facebook, as well as when addressing negative reviews from clients on Google My Business.

2. Students

   Recommendations for upcoming students who will engage in practical work activities in the subsequent period, it is recommended that students take a proactive approach by seeking clarification about assigned tasks and comprehending the advantages outlined in the job description. Moreover, students should demonstrate a readiness to acquire knowledge and venture into novel aspects within the company.

3. Company

   The works provided by PT Kalman Group Indonesia are considered to be of high quality by The Author and should be consistently utilized for reporting purposes and implementing necessary corrections. Nevertheless, The Author recommends incorporating a deadline for these tasks to ensure the effective organization of the work.

4. State Polytechnic of Bengkalis

   Increase relationships with companies that can accept students to do internships, making it easier for students to find a place to do internships.

REFERENCES

Kalman Marketing Agency. (n.d.). Retrieved March 17, 2023, from Kalman Marketing Agency Web site: https://kalman.id/

Apasrawirote, D., Yawised, K., & Muneesawang, P. (2022). Digital marketing capability: the mystery of business capabilities. *Marketing Intelligence & Planning*, *40*(4), 477-496.

Asih, R. W. (2022, September 13). *Bisnis.com*. Retrieved March 23, 2023, from Bisnis.com Web site: https://m.bisnis.com/amp/read/20220913/243/1576890/kalman-marketing-agency-buka-kesempatan-magang-3-bulan-untuk-mahasiswa

APPENDICES

Appendix 1: Apprenticeship Acceptance Letter

PT KALMAN GROUP INDONESIA
SURAT PENERIMAAN MAGANG
REG: SPK/01-2023-7-014

Yang bertanda tangan di bawah ini :

Nama   : Vania Valencia David
Jabatan   : Director Kalman Marketing Agency
Alamat   : Jalan Raya Padang Luwih No.8 Ruko-10, Kec. Kuta Utara, Badung, Bali

Sehubungan dengan surat nomor 467/PL31/TU/2023 pada tanggal 24 Januari 2023 mengenai permohonan magang siswa, menerangkan bahwa:

Nama   : Hasima
Jurusan/PS   : D4 Administrasi Bisnis Internasional
NIM   : 5404191223

Bersama ini kami sampaikan bahwa mahasiswa tersebut di atas diterima untuk melaksanakan program magang dengan posisi Business Development Intern terhitung mulai tanggal 20 Februari - 28 Juli 2023.

Demikian surat ini disampaikan agar bisa dipergunakan sebagaimana mestinya. Atas perhatian dan kerjasamanya, kami ucapkan terima kasih.

Badung, 26 Januari 2023

Managing Director

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

Jl. Raya Padang Luwih No.10, Kerobokan Kaja, Kec. Kuta Utara, Kabupaten Badung, Bali 80361

Appendix 2: Apprenticeship Certificate

KALMAN
MARKETING AGENCY

CERTIFICATE OF COMPLETION

This certifies that

Hasima

Has completed Business Development Intern at Kalman Marketing Agency
from 20 February - 28 July 2023

We found her sincere, hardworking, dedicated and result oriented.
She worked well as part of the team during her tenure.
We take this opportunity to thank her and wish her all best for her future.

Awarded this 28th July 2023

Vanía Valencia David
Marketing Director

Appendix 3: Company Appraisal Sheet
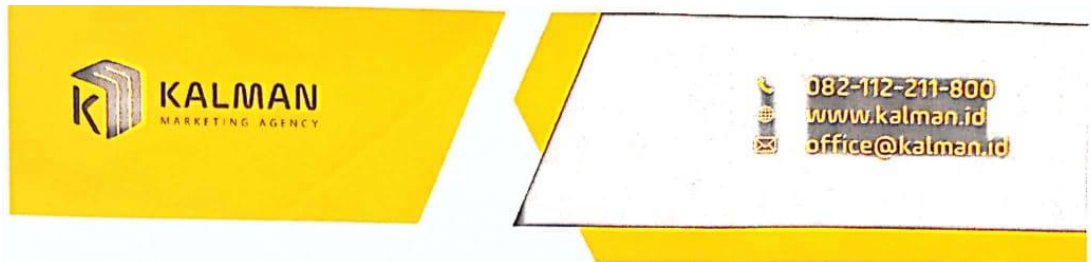
SURAT KETERANGAN
REG: SPK/01-2023-7-014

<u>KALMAN MARKETING AGENCY</u>
(PT KALMAN GROUP INDONESIA)

menerangkan bahwa:

Nama   : Hasima
NIM   : 5404191223
Jurusan   : D-IV Administrasi Bisnis Internasional
Sekolah   : POLITEKNIK NEGERI BENGKALIS

telah menyelesaikan program Internship
pada divisi Business Development & Partnerhsip
Mulai Tanggal 20 Februari s/d - 28 Juli 2023

Badung, 28 Juli 2023
Director

Vania Valencia D.
NIK : 01-2022-1-002

Jl. Raya Padang Luwih No. 10, Kerobokan Kaja, Kec. Kuta Utara, Kabupaten Badung, Bali 8036

Appendix 4: Apprenticeship Evaluation Result

EVALUATION RESULTS FROM JOB TRAINING
COMPANY APPRAISAL
PT KALMAN GROUP INDONESIA

Name   : Hasima
Nim   : 5404191223
Study Program   : D4- International Business Administration
Collage   : State Polytechnic of Bengkalis

No.	Assessment Aspect	Percentage	Scores
1.	Discipline	20%	96
2.	Responsibility	25%	96
3.	Adjustment/Adaptation	10%	97
4.	Work Result	30%	96
5.	Behavior in General	15%	97
	Total (1+2+3+4+5)	100%	96,4

Explanation   :

Score	: Criteria
81-100	: Excellent
71-80	: Very Good
66-70	: Good
61-65	: Good Enough
56-60	: Enough

Notes:

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....

Bali., July 18th 2023 ...
Managing Director

PTKALMANGROUPINDONESIA

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

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LIST PRESENT OF THE JOB TRAINING
PT KALMAN GROUP INDONESIA

Name   : Hasima
Nim   : 5404191223
Internship Time   : 09.00-18.00 WITA

No.	Day	Date	Information	Signature
1.	Monday	February 20,2023	Present	
2.	Tuesday	February 21,2023	Present	
3.	Wednesday	February 22,2023	Present	
4.	Thursday	February 23,2023	Present	
5.	Friday	February 24,2023	Present	
6.	Saturday	February 25,2023	Present	
7.	Monday	February 27,2023	Present	
8.	Tuesday	February 28,2023	Present	
9.	Wednesday	March 1, 2023	Present	
10.	Thursday	March 2, 2023	Present	
11.	Friday	March 3, 2023	Present	
12.	Saturday	March 4, 2023	Present	
13.	Monday	March 6, 2023	Present	
14.	Tuesday	March 7, 2023	Present	
15.	Wednesday	March 8, 2023	Present	
16.	Thursday	March 9, 2023	Present	
17.	Friday	March 10, 2023	Present	
18.	Saturday	March 11, 2023	Present	
19.	Monday	March 13, 2023	Present	
20	Tuesday	March 14, 2023	Present	

21.	Wednesday	March 15, 2023	Present	
22.	Thursday	March 16, 2023	Present	
23.	Friday	March 17, 2023	Present	
24.	Saturday	March 18, 2023	Present	
25.	Monday	March 20, 2023	Present	
26.	Tuesday	March 21, 2023	Sick	
27.	Wednesday	March 22, 2023	Holiday	
28.	Thursday	March 23, 2023	Sick	
29.	Friday	March 24, 2023	Present	
30.	Saturday	March 25, 2023	Present	
31.	Monday	March 27, 2023	Present	
32.	Tuesday	March 28, 2023	Present	
33.	Wednesday	March 29, 2023	Present	
34.	Thursday	March 30, 2023	Present	
35.	Friday	March 31, 2023	Present	

Bali, March 31, 2023
Managing Director

KALMAN
MARKETING AGENCY
PT KALMANGROUPINDONESIA

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

LIST PRESENT OF THE JOB TRAINING
PT KALMAN GROUP INDONESIA

Name : Hasima
Nim : 5404191223
Internship Time : 09.00-18.00 WITA

No.	Day	Date	Information	Signature
1.	Saturday	April 1, 2023	Present	
2.	Monday	April 3, 2023	Present	
3.	Tuesday	April 4, 2023	Present	
4.	Wednesday	April 5, 2023	Present	
5.	Thursday	April 6, 2023	Present	
6.	Friday	April 7, 2023	Present	
7.	Saturday	April 8, 2023	Holiday	
8.	Monday	April 10, 2023	Present	
9.	Tuesday	April 11, 2023	Present	
10.	Wednesday	April 12, 2023	Present	
11.	Thursday	April 13, 2023	Present	
12.	Friday	April 14, 2023	Present	
13.	Saturday	April 15, 2023	Present	
14.	Monday	April 17, 2023	Present	
15.	Tuesday	April 18, 2023	Present	
16.	Wednesday	April 19, 2023	Holiday	
17.	Thursday	April 20, 2023	Holiday	
18.	Friday	April 21, 2023	Holiday	
19.	Saturday	April 22, 2023	Holiday	
20	Monday	April 24, 2023	Holiday	

21.	Tuesday	April 25, 2023	Holiday	
22.	Wednesday	April 26, 2023	Present	
23.	Thursday	April 27, 2023	Present	
24.	Friday	April 28, 2023	Present	
25.	Saturday	April 29, 2023	Present	

Bali, April 29, 2023
Managing Director

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

LIST PRESENT OF THE JOB TRAINING
PT KALMAN GROUP INDONESIA

Name   : Hasima
Nim   : 5404191223
Internship Time : 09.00-18.00 WITA

No.	Day	Date	Information	Signature
1.	Monday	May 1, 2023	Present	
2.	Tuesday	May 2, 2023	Present	
3.	Wednesday	May 3, 2023	Present	
4.	Thursday	May 4, 2023	Present	
5.	Friday	May 5, 2023	Present	
6.	Saturday	May 6, 2023	Present	
7.	Monday	May 8,2023	Present	
8.	Tuesday	May 9, 2023	Present	
9.	Wednesday	May 10, 2023	Present	
10.	Thursday	May 11, 2023	Present	
11.	Friday	May 12, 2023	Present	
12.	Saturday	May 13,2023	Present	
13.	Monday	May 15, 2023	Present	
14.	Tuesday	May 16, 2023	Present	
15.	Wednesday	May 17, 2023	Present	
16.	Thursday	May 18, 2023	Holiday	
17.	Friday	May 19,2023	Present	
18.	Saturday	May 20, 2023	Present	
19.	Monday	May 22,2023	Present	
20	Tuesday	May 23, 2023	Present	

21.	Wednesday	May 24, 2023	Present	
22.	Thursday	May 25, 2023	Present	
23.	Friday	May 26, 2023	Present	
24.	Saturday	May 27, 2023	Present	
25.	Monday	May 29, 2023	Present	
26.	Tuesday	May 30, 2023	Present	
27.	Wednesday	May 31, 2023	Present	
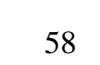
Bali, May 31, 2023
Managing Director

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

LIST PRESENT OF THE JOB TRAINING
PT KALMAN GROUP INDONESIA

Name   : Hasima
Nim   : 5404191223
Internship Time   : 09.00-18.00 WITA

No.	Day	Date	Information	Signature
1.	Thursday	June 1, 2023	Present	
2.	Friday	June 2, 2023	Present	
3.	Saturday	June 3, 2023	Present	
4.	Monday	June 5, 2023	Present	
5.	Tuesday	June 6, 2023	Present	
6.	Wednesday	June 7, 2023	Present	
7.	Thursday	June 8, 2023	Present	
8.	Friday	June 9, 2023	Present	
9.	Saturday	June 10, 2023	Present	
10.	Monday	June 12, 2023	Present	
11.	Tuesday	June 13, 2023	Present	
12.	Wednesday	June 14, 2023	Present	
13.	Thursday	June 15, 2023	Present	
14.	Friday	June 16, 2023	Present	
15.	Saturday	June 17, 2023	Present	
16.	Monday	June 19, 2023	Present	
17.	Tuesday	June 20, 2023	Present	
18.	Wednesday	June 21, 2023	Permission	
19.	Thursday	June 22, 2023	Present	
20	Friday	June 23, 2023	Present	

21.	Saturday	June 24, 2023	Present	
22.	Monday	June 26, 2023	Present	
23.	Tuesday	June 27, 2023	Present	
24.	Wednesday	June 28, 2023	Present	
25.	Thursday	June 29, 2023	Present	
26.	Friday	June 30, 2023	Present	

Bali, June 30, 2023
Managing Director

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

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LIST PRESENT OF THE JOB TRAINING
PT KALMAN GROUP INDONESIA

Name   : Hasima
Nim   : 5404191223
Internship Time : 09.00-18.00 WITA

No.	Day	Date	Information	Signature
1.	Saturday	July 1, 2023	Present	
2.	Monday	July 3, 2023	Present	
3.	Tuesday	July 4, 2023	Present	
4.	Wednesday	July 5, 2023	Present	
5.	Thursday	July 6, 2023	Present	
6.	Friday	July 7, 2023	Present	
7.	Saturday	July 8, 2023	Present	
8.	Monday	July 10, 2023	Present	
9.	Tuesday	July 11, 2023	Present	
10.	Wednesday	July 12, 2023	Present	
11.	Thursday	July 13, 2023	Present	
12.	Friday	July 14, 2023	Present	
13.	Saturday	July 15, 2023	Present	
14.	Monday	July 17, 2023	Present	
15.	Tuesday	July 18, 2023	Present	
16.	Wednesday	July 19, 2023	Present	
17.	Thursday	July 20, 2023	Present	
18.	Friday	July 21, 2023	Present	
19.	Saturday	July 22, 2023	Present	
20	Monday	July 24, 2023	Present	

21.	Tuesday	July 25, 2023	Present	Duf
22.	Wednesday	July 26, 2023	Present	Duf
23.	Thursday	July 27, 2023	Present	Duf
24.	Friday	July 28, 2023	Present	Duf

Bali, July 28, 2023
Managing Director

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

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DAILY ACTIVITIES OF THE JOB TRAINING
PT KALMAN GROUP INDONESIA

Month   : February
Day   : Monday - Saturday
Date   : February 20th, 2023 – February 28th, 2023

No	Date and Time	Activity	Assignor	Signature
1.	Monday, February 20th, 2023	1. Seeking Higher Education Partnership for emiten.com Internship Program 2. Understand about Marketing Dictionary Terms	Business Development	
2.	Tuesday, February 21th, 2023	1. Create Hashtags on giphy 2. Find Infopekerja content 3. continue to marketing terms 4. Research influencers	Business Development	
3.	Wednesday, February 22th, 2023	1. Continue the dictionary of Marketing terms 2. Create a Schedule in Meta Business Suite 3. Create Infopekerja content 4. Check Story Client's dan Infopekerja's 5. Reply to review Google my business client	Business Development	
4.	Thursday, February 23th, 2023	1. Check Stories Clients and Infopekerja 2. Weekly infopekerja Content Schedule 3. Content Schedule infopekerja Malang and Samarinda 4. Reply to Review Google my business Clients	Business Development	
5.	Friday, February 24th, 2023	1. Research model for photo taking 2. Reply to review Google My Business Clients 3. Schedule content and stories Infopekerja 4. Check Stories Clients and Infopekerja	Business Development	
6.	Saturday, February 25th, 2023	1. Copy Marketing term 2. Check the stories of clients and infopekerja 3. Create idea Content for pekerja 4. Schedule story Malang & Samarinda 5. Edit infopekerja Malang & Samarinda	Business Development	

No	Day/Date	Working	Division	Signature
		6. Reply to Review Google My Business 7. Check link beacons for all clients Instagram		
7.	Monday, February 27th, 2023	1. Schedule of infopekerja posts Malang and Samarinda 2. Weekly content schedule in April 3. Schedule story infopekerja Malang and Samarinda in meta 4. Research model for phototaking 5. Reply to Review Google my Business Clients 6. Edit infopekerja Malang and Samarinda Content on Canva 7. Check story client and infopekerja	Business Development	
8.	Tuesday, February 28th, 2023	1. April Weekly Content Schedule for all Infopekerja accounts 2. March Weekly Schedule 3. Schedule infopekerja Tangerang and Bandung 4. Check client and Infopekerja stories 5. Check the typo in the Clients Menu	Business Development	

Source: Processed Data, 2023

No	Working	Explanations
		In February, The Author worked on tasks such as finding and making a list of universities to do MoUs for the AEI Internship program, rewriting terms in the marketing dictionary for digital dictionary programming, writing hashtags on the giphy application for pekerja.com stickers, making a list of influencers, local models and foreigners as well as a list of cafes and restaurants in the Bali area. The Author also performs tasks such as scheduling stories and posting content in Meta Business Suite, replying to reviews on Google My Business Client, and checking writing on the client's menu.

DAILY ACTIVITIES OF THE JOB TRAINING
PT KALMAN GROUP INDONESIA

Month   : March
Day   : Monday - Saturday
Date   : March 1st, 2023 – March 31th, 2023

No	Date and Time	Activity	Assignor	Signature
1.	Wednesday, March 1st, 2023	1. Tangerang Content Target with 4000/month 2. Check client stories and infopekerja 3. Weekly content schedule for March 4. Check the client's Instagram	Business Development	
2.	Thursday, March 2nd, 2023	1. Client Administration Checklist (Upload the photo on Google my business) 2. Schedule Story Infopekerja Malang, Samarinda & Lampung 3. Check story dead Client and Infopekerja 4. Check the Clients Instagram social media 5. Weekly content schedule for March	Business Development	
3.	Friday, March 3rd, 2023	1. March Weekly Schedule 2. Check client stories and Infopekerja 3. Check clients' Instagram 4. Check client's WhatsApp group, recap requests, and follow up on marketing/design needs. 5. Worker content schedul	Business Development	
4.	Saturday, March 4th, 2023	1. March Weekly Schedule 2. Check client stories and Infopekerja 3. Check clients' Instagram 4. Check client's WhatsApp group, recap requests, and follow up on marketing/design needs. 5. Infopekerja content schedule 6. Search Influencer and Model for Phototaking	Business Development	
5.	Monday, March 6th, 2023	1. Check Social Media Client 2. Reply to review Google My Business Clients 3. check Client stories and infopekerja	Business Development	

		4. Schedule daily stories		
6.	Tuesday, March 7th, 2023	1. Check Social Media Client 2. reply to review Google My Business Clients 3. check Client stories and infopekerja 4. Schedule daily stories 5. Search Canggu Café 6. Search Influencer Bali	Business Development	
7.	Wednesday, March 8th, 2023	1. Check Social Media Client 2. reply to review Google My Business Clients 3. check Client stories and infopekerja 4. Schedule daily stories 5. Schedule Content Infopekerja Samarinda, Lampung and Malang Search and recap café seminyak	Business Development	
8.	Thursday, March 9th, 2023	1. Check Sosial Media Clients 2. Reply to Review Google my business client 3. Schedule stories daily client 4. Schedule content post Infopekerja 5. Check stories Client and Infopekerja	Business Development	
9.	Friday, March 10th, 2023	1. Search Café, Villa and Restaurant in Seminyak area 2. Check Social media Client 3. Check stories Client and Infopekerja	Business Development	
10.	Saturday, March 11th, 2023	1. Schedule content Infopekerja 2. Check group Social media and group whatsapp client. 3. Search model Bule Family for phototaking 4. Schedule stories daily clients	Business Development	
11.	Monday, March 13th, 2023	1. Check Sosial Media Clients 2. Reply to Review Google my business client 3. Schedule stories daily client 4. Schedule content post Infopekerja 5. Check stories Client and Infopekerja	Business Development	
12.	Tuesday, March 14th, 2023	1. Search Café, Villa and Restaurant in Seminyak area 2. Check Social media Client 3. Check stories Client and Infopekerja	Business Development	

13.	Wednesday, March 15th, 2023	1. Schedule content Infopekerja 2. Check group Social media and group whatsapp client. 3. Search model Bule Family for phototaking 4. Schedule stories daily clients	Business Development	
14.	Thursday, March 16th, 2023	1. Schedule content Infopekerja Malang and Samarinda 2. Check menu and operational hour for Nyepi 3. Reply to review and Edit Profil Google My Business Client	Business Development	
15.	Friday, March 17th, 2023	1. Check Sosial Media and absence 2. Schedule Content Infopekerja 3. Check stories client and Infopekerja 4. Search sushi restaurant area canggu 5. Check typo in the menu restaurant client	Business Development	
16.	Saturday, March 18th, 2023	1. Schedule content infopekerja 2. Create and Post article di food paradise website 3. Check Social Media Client 4. Check stories client and infopekerja	Business Development	
17.	Monday, March 20th, 2023	1. Schedule content infopekerja 2. Create and Post article di food paradise website 3. Check Social Media Client 4. Check stories client and infopekerja	Business Development	
18.	Tuesday, March 21th, 2023	Sick	Business Development	
19.	Wednesday, March 22th, 2023	Holiday	Business Development	
20	Thursday, March 23th, 2023	Sick	Business Development	
21.	Friday, March 24th, 2023	1. Create and post article in foodparadise website 2. Schedule content Infopekerja Malang and Samarinda 3. Check stories Client and Infopekerja 4. Check Social Media client and infopekerja	Business Development	
22.	Saturday, March 25th, 2023	1. Schedule content and stories Infopekerja Samarinda, Malang and Lampung 2. Schedule Daily Stories Client 3. Check Social media and Check	Business Development	

No.	Date	Tasks	Division	Signature
		New Post likes 4. Check Stories Client and Infopekerja		
23.	Monday, March 27th, 2023	1. Schedule content and stories Infopekerja Samarinda, Malang and Lampung 2. Schedule Daily Stories Client 3. Check Social media and Check New Post likes 4. Check Stories Client and Infopekerja	Business Development	
24.	Tuesday, March 28th, 2023	1. Schedule content and stories Infopekerja Samarinda, Malang and Lampung 2. Schedule Daily Stories Client 3. Check Stories Client and Infopekerja	Business Development	
25.	Wednesday, March 29th, 2023	1. Schedule content and stories Infopekerja Samarinda, Malang and Lampung 2. Schedule Daily Stories Client 3. Check Social media and Check New Post likes 4. Check Stories Client and Infopekerja 5. Search influencer	Business Development	
26.	Thursday, March 30th, 2023	1. Schedule content and stories Infopekerja Samarinda, Malang and Lampung 2. Schedule Daily Stories Client 3. Check Social media and Check New Post likes 4. Reply to review Google my business client	Business Development	
27.	Friday, March 31th, 2023	1. Check Social Media clients 2. Check Stories Clients and Infopekerja 3. Reply to review Google my business client 4. Create article in honey combers	Business Development	

Source: Processed Data, 2023

No	Working	Explanations
		In March, The Author worked on tasks such as scheduling Infopekerja account content and stories, checking client social media, uploading photos on google my business client, checking the client's WhatsApp group, recap requests, and following up on marketing/design needs and reply to google my business client reviews. In addition, The Author schedules client stories in onlypult and Meta Business suites and recaps the list of restaurants and cafes in the Canggu, Seminyak, and Uluwatu areas.

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DAILY ACTIVITIES OF THE JOB TRAINING
PT KALMAN GROUP INDONESIA

Month   : April
Day   : Monday - Saturday
Date   : April 1st, 2023 – April 29th, 2023

No	Date and Time	Activity	Assignor	Signature
1.	Saturday, April 1st, 2023	1. Check social media clients 2. Check stories post clients and Infopekerja 3. Orders Google review services 4. Create template five-star review reply	Business Development	
2.	Monday, April 3st, 2023	1. Check group whatsapp client and recap request marketing or design 2. Check social media client 3. Schedule hampers Eid Mubarak in Instagram Client 4. Check Likes and Account reached on Instagram client 5. Check stories post client and infopekerja	Business Development	
3.	Tuesday, April 4th, 2023	1. Check stories post client and Infopekerja 2. Schedule stories daily client in onlypult 3. Check social media client 4. Schedule infopekerjasamarinda content	Business Development	
4.	Wednesday, April 5th, 2023	1. Create honey combers articles 2. Check social media client 3. Check stories client and Infopekerja 4. Check request client in group whatsapp	Business Development	
5.	Thursday, April 6th, 2023	1. Check stories client and infopekerja 2. Check social media client 3. Check request client in group whatsapp 4. Create article in honey combers 5. Schedule stories infopekerjasamarinda, infopekerjamalang, and infopekerjalampung 6. Schedule daily content clients in onlypult	Business Development	

6.	Friday, April 7th, 2023	1. Schedule Jumat Agung greeting in social media clients 2. Schedule daily stories clients 3. Reply to review Google My Business Clients 4. Create article honey combers	Business Development	
7.	Saturday, April 8th, 2023	Holiday	Business Development	
8.	Monday, April 10th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content 5. Check stories unsent client and infopekerja	Business Development	
9.	Tuesday, April 11th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content	Business Development	
10.	Wednesday, April 12th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content	Business Development	
11.	Thursday, April 13th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content 5. Check stories unsent client and infopekerja 6. Edit operational hour for Eid Mubarak on Google Business Clients 7. Create article on Honey Combers	Business Development	
12.	Friday, April 14th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content 5. Check stories unsent client and infopekerja 6. Reply to review Google My Business Clients	Business Development	
13.	Saturday, April 15th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content	Business Development	

		5. Check stories unsent client and infopekerja 6. Reply to review Google my business clients 7. Create template reply five-star for Google my business clients		
14.	Monday, April 17th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content 5. Check stories unsent client and infopekerja	Business Development	
15.	Tuesday, April 18th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content 5. Check stories unsent client and infopekerja 6. Unfollow following on Instagram Clients	Business Development	
16.	Wednesday, April 19th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content 5. Check stories unsent client and infopekerja 6. Schedule New Menu Clients on Instagram 7. Reply to review Google my business clients	Business Development	
17.	Thursday, April 20th, 2023	1. Check social media clients 2. Check and recap request from clients group whatsapp clients 3. Schedule daily stories clients 4. Schedule infopekerja content 5. Check stories unsent client and infopekerja 6. Schedule Eid Mubarak Greeting on social media clients	Business Development	
18.	Friday, April 21th, 2023	Holiday	Business Development	
19.	Saturday, April 22th, 2023	Holiday	Business Development	
20.	Monday, April 24st, 2023	Holiday	Business Development	
21.	Tuesday, April 25th, 2023	Holiday	Business Development	
22.	Wednesday, April	1. Check Stories unsend client and	Business	

No	Date	Description	Division	Sign
	26th, 2023	Infopekerja 2. Check social media client 3. Recap account reached client 4. Recap FAQ Clients	Development	
23.	Thursday, April 27th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule content post Infopekerjasamarinda and infopekerjamalang	Business Development	
24.	Friday, April 28th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients	Business Development	
25.	Saturday, April 29th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients	Business Development	

Source: Processed Data, 2023

No	Working	Explanations
		In April, The Author worked on tasks such as checking the social media of all clients, replying to all incoming reviews on Google Business clients and scheduling daily client stories in onlypult and Meta Business Suite. In addition, The Author also made articles on foodparadise.network and made a recap of customer FAQs in the client's business.

DAILY ACTIVITIES OF THE JOB TRAINING
PT KALMAN GROUP INDONESIA

Month   : May
Day   : Monday - Saturday
Date   : May 1st, 2023 – May 31th, 2023

No	Date and Time	Activity	Assignor	Signature
1.	Monday, May 1st, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule clients collection product on onlypult	Business Development	
2.	Tuesday, May 2nd, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients	Business Development	
3.	Wednesday, May 3rd, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients	Business Development	
4.	Thursday, May 4th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients	Business Development	
5.	Friday, May 5th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients	Business Development	

		5. Schedule daily stories clients		
6.	Saturday, May 6th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients	Business Development	
7.	Monday, May 8th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients	Business Development	
8.	Tuesday, May 9th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients 6. Schedule collection client product on onlypult	Business Development	
9.	Wednesday, May 10th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients	Business Development	
10.	Thursday, May 11th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients 6. Change operational hour on TripAdvisor Clients	Business Development	
11.	Friday, May 12th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my	Business Development	

		business clients 5. Schedule daily stories clients 6. Schedule post music live client on onlypult		
12.	Saturday, May 13th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Unfollow following Instagram client 4. Reply to review Google my business clients 5. Schedule daily stories clients	Business Development	
13.	Monday, May 15th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients	Business Development	
14.	Tuesday, May 16th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients	Business Development	
15.	Wednesday, May 17th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients	Business Development	
16.	Thursday, May 18th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients	Business Development	
17.	Friday, May 19th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients	Business Development	
18.	Saturday, May 20th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients 5. Schedule Job Vacancy clients	Business Development	
19.	Monday, May 22th, 2023	1. Check Stories unsend client and Infopekerja	Business Development	

		2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients		
20.	Tuesday, May 23th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients 5. Recap request client on whatsapp group	Business Development	
21.	Wednesday, May 24th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients 5. Schedule new collection client on onlypult	Business Development	
22.	Thursday, May 25th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients 5. Share promo client on facebook comunity	Business Development	
23.	Friday, May 26th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients 5. Order instagram autoview on SMM followers	Business Development	
24.	Saturday, May 27th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients 5. Create template five-star reply for new clients	Business Development	
25.	Monday, May 29th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients	Business Development	
26.	Tuesday, May	1. Check Stories unsend client and	Business	

	30th, 2023	Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients 5. Orders Instagram Autolikes in the smm followers	Development	
27.	Wednesday, May 31th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients	Business Development	

Source: Processed Data, 2023

No	Working	Explanations
		In May, The Author worked on tasks such as checking all clients' social media, replying to all incoming reviews on Google Business clients, and scheduling clients' daily stories on onlypult and Meta Business Suite. In addition, The Author is also made a recap of requests from clients, ordered autolikes on the smmfollows app, and created a reply sentence template for new brands.

DAILY ACTIVITIES OF THE JOB TRAINING
PT KALMAN GROUP INDONESIA

Month   : June
Day   : Monday - Saturday
Date   : June 1st, 2023 – June 30th, 2023

No	Date and Time	Activity	Assignor	Signature
1.	Thursday, June 1st, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients 5. Schedule operational hour clients in the onlypult	Business Development	
2.	Friday, June 2nd, 2023	Holiday	Business Development	
3.	Saturday, June 3rd, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Reply to review Google my business clients 4. Schedule daily stories clients 5. Schedule new collection client in the onlypult	Business Development	
4.	Monday, June 5th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Check likes and order in the smm followers	Business Development	
5.	Tuesday, June 6th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
6.	Wednesday, June 7th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Schedule promo client in the onlypult	Business Development	

7.	Thursday, June 8th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
8.	Friday, June 9th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Schedule new collection Clients in the onlypult	Business Development	
9.	Saturday, June 10th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
10.	Monday, June 12th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
11.	Tuesday, June 13th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
12.	Wednesday, June 14th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
13.	Thursday, June 15th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
14.	Friday, June 16th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	

15.	Saturday, June 17th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Schedule New menu client in the onlypult 6. Create template five-star reply for new brand 7. Change operational; hour client	Business Development	
16.	Monday, June 19th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Schedule new collection clients	Business Development	
17.	Tuesday, June 20th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
18.	Wednesday, June 21th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
19.	Thursday, June 22th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
20	Friday, June 23th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
21.	Saturday, June 24th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
22.	Monday, June 26th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client	Business Development	

No			Working	Department	Signature
		3. Schedule daily stories clients 4. Reply to review Google my business Clients			
23.	Tuesday, June 27th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
24.	Wednesday, June 28th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
25.	Thursday, June 29th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
26.	Friday, June 30th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	

Source: Processed Data, 2023

No	Working	Explanations
		In June, The Author worked on tasks such as checking all clients' social media, replying to all incoming reviews on Google Business clients, and scheduling clients' daily stories on onlypult and Meta Business Suite.

DAILY ACTIVITIES OF THE JOB TRAINING
PT KALMAN GROUP INDONESIA

Month   : July
Day   : Monday - Saturday
Date   : July 1st, 2023 – July 28th, 2023

No	Date and Time	Activity	Assignor	Signature
1.	Saturday, July 1st, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
2.	Monday, July 3rd, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Schedule new collection client	Business Development	
3.	Tuesday, July 4th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
4.	Wednesday, July 5th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Recap autolike and autoview instagram clients	Business Development	
5.	Thursday, July 6th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
6.	Friday, July 7th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Order autolikes inte smm followers	Business Development	

7.	Saturday, July 8th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
8.	Tuesday, July 11th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
9.	Wednesday, July 12th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Recap autolike and autoview instagram clients	Business Development	
10.	Thursday, July 13th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
11.	Friday, July 14th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Order autolikes inte smm followers	Business Development	
12.	Saturday, July 15th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients	Business Development	
13.	Monday, July 17th, 2023	1. Check Stories unsend client and Infopekerja 2. Check social media client 3. Schedule daily stories clients 4. Reply to review Google my business Clients 5. Schedule new collection client	Business Development	
14.	Tuesday, July 18th, 2023	1. Check Stories unsend client and Infopekerja 2. Schedule daily stories clients 3. New apprentice training	Business Development	

15.	Wednesday, July 19th, 2023	1. Check Stories unsend client and Infopekerja 2. Schedule daily stories clients 3. New apprentice training	Business Development	
16.	Thursday, July 20th, 2023	1. Check Stories unsend client and Infopekerja 2. Schedule daily stories clients 3. New apprentice training	Business Development	
17.	Friday, July 21th, 2023	1. Check Stories unsend client and Infopekerja 2. Schedule daily stories clients 3. New apprentice training	Business Development	
18.	Saturday, July 22th, 2023	1. Check Stories unsend client and Infopekerja 2. Schedule daily stories clients 3. New apprentice training	Business Development	
19.	Monday, July 24th, 2023	1. Schedule daily stories clients 2. New apprentice training	Business Development	
20	Tuesday, July 25th, 2023	1. Schedule daily stories clients 2. New apprentice training	Business Development	
21.	Wednesday, July 26th, 2023	1. Schedule daily stories clients 2. New apprentice training	Business Development	
22.	Thursday, July 27th, 2023	1. Schedule daily stories clients 2. New apprentice training	Business Development	
23.	Friday, July 28th, 2023	1. Schedule daily stories clients 2. New apprentice training	Business Development	

Sources: Processed Data, 2023

No	Working	Explanations
		In July, The Author worked on tasks such as checking all client social media, replying to all Google Business client reviews and scheduling daily client stories in onlypult and Meta Business Suite. In addition, The Author is also responsible for teaching all the job descriptions that had been held during practical work to the new interns.

Appendix 7: Documentation

Figure 7.1 PT Kalman Group Indonesia Offices
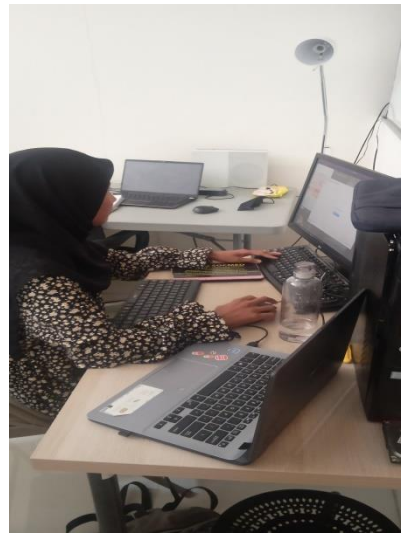Sources: Processed Data, 2023

Figure 7.2 The Author working on an assignment
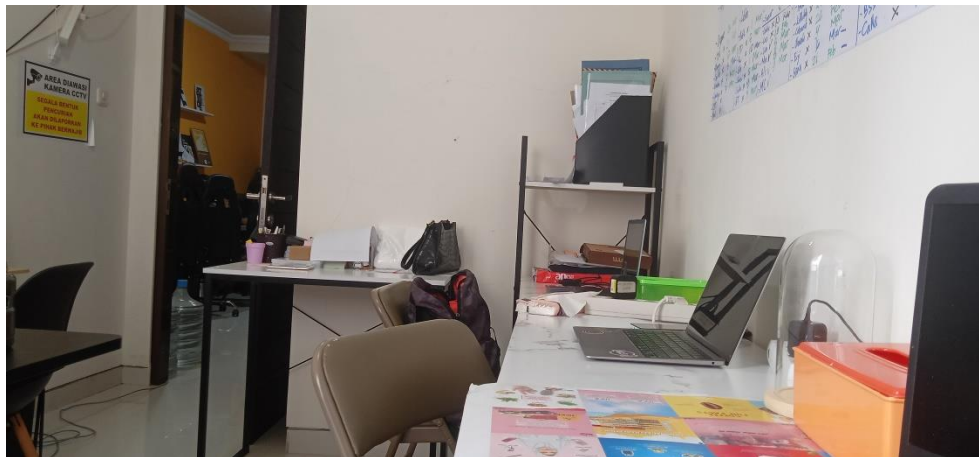during practical work
Sources: Processed Data, 2023

Figure 7.3 Workspace during The Author's practical work
Sources: Processed Data, 2023

Figure 7.4 Group photo with PT Kalman Group Indonesia teams
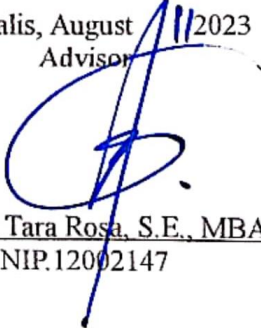Sources: Processed Data, 2023

Figure 7.5 Photo with Supervisor PT Kalman Group
Indonesia Mr. Denny Huang
Sources: Processed Data, 2023

APPRENTICESHIP OF INTERNATIONAL BUSINESS ADMINISTRATION
STATE POLYTECHNIC OF BENGKALIS

Name   : Hasima

Student's Identity No. : 5404191223

Apprenticeship Place : PT. Kalman Group Indonesia

Advisor   : Nageeta Tara Rosa, S.E., MBA

No	Date and time	Revision	Advisor Initials
1.	Friday, August 4	→ Perhatikan grammar → tataletak gambar → Penggunaan kata you, we, they → Perhatikan Paragraph → Perbaiki tujuan → Masukkan sumber → Perbaiki conclusion → Perhatikan kata "The Author"	
2.	Tuesday, August 8	→ Perhatikan sumber yang diperoleh → ukuran gambar → Perbaiki gambar documentation → Perhatikan referensi.	

Bengkalis, August / / 2023

Advisor

Nageeta Tara Rosa, S.E., MBA

NIP.12002147