

APPRENTICESHIP REPORT
PT. AGUNG AUTOMALL SOEKARNO HATTA
BRANCH

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INTERNATIONAL BUSINESS
ADMINISTRATION STUDY PROGRAM
BUSINESS ADMINISTRATION DEPARTMENT
STATE POLYTECHNIC OF BENGKALIS
2023

**APPRENTICESHIP REPORT
PT. AGUNG AUTOMALL SOEKARNO - HATTA BRANCH**

Written as one of the conditions for completing job training

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Pekanbaru, May 31st, 2023

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PT. AGUNG AUTOMALL
CABANG PEKANBARU

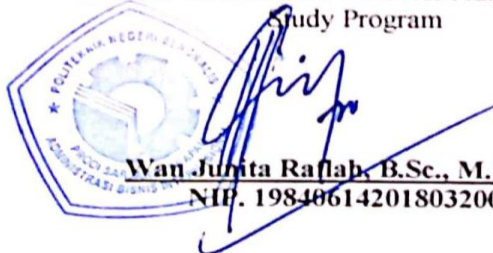
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PREFACE

Assalamu'alaikum Wr.Wb

Praise for the blessings and grace of Almighty God, who has provided health and opportunities to the author so that she can complete practical work activities and have completed practical work reports that the authors do at PT. Agung Automall Soekarno–Hatta branch on time, namely from February 01st 2023 until May 31st 2023.

The authors also express their gratitude to all employees of PT. Agung Automall Soekarno–Hatta branch who are very kind, friendly and accept the writers to join and have an opportunity to become one of the family members of PT. Agung Automall Soekarno–Hatta branch.

In compiling this Job training report, the author realizes that without the guidance from various parties this job training report cannot be completed in a specific time, so the authors want to thank all those who have been involved and assisted the author. Related parties include:

1. Mr. Johny Custer, S.T., M.T as the Director of State Polytechnic of Bengkalis.
2. Mr. Armada, S.T., M.T. as the Deputy Director I of State Polytechnic of Bengkalis.
3. Mrs. Supriati, M.Si as Head of the Business Administration Department.
4. Mrs. Wan Junita Raflah, B.Sc., M.Ec,Dev as Head of International Business Administration Study Program.
5. Mr. M. Alkadri Perdana, B.IT., MBA as the Apprenticeship Coordinator in the International Business Administration Study Program.
6. Yunelly Asra, S.E., M.M as the Advisor of this Apprenticeship Report.
7. Vera Farnila SE., MM as the Branch Manager of Agung Automall Soekarno–Hatta branch.
8. All employee of Creative Marketing of PT Agung Automall Soekarno-Hatta branch that already give the writer guidance and lot of experience while did the job training.

9. Especially for my father M Idris Hasibuan and my mother Wirda Hayati beloved who have provided a lot of support for prayer, time, energy and material to help and provide convenience during the lecture process and hopefully all of them will get a reward that is appropriate with Allah SWT.
10. Friends in arms of State Polytechnic of Bengkalis, especially the International Business Administration Study Program, thank you for your support and cooperation when completing this job training report.

The author realizes that in the preparation of this job training report, it is still far from perfect, both in terms of preparation, language, and writing. Therefore, the authors really expect constructive criticism and suggestions to become a reference for writers in the future. Hopefully this job training report is useful for the writer and the reader.

Bengkalis, 31 May 2023


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CHAPTER I

INTRODUCTION

1.1 Background of the Apprenticeship

Bengkalis Polytechnic was founded in 2000 by the Bengkalis Regency Government under the auspices of the Bangun Insani Foundation (YBI). Since accepting the first batch of new students in 2001 until now, it has produced graduates who have worked and spread throughout Indonesia, both in Government and Private Institutions, both National and Multinational Companies.

As of July 29th, 2011, the Bengkalis Polytechnic changed its status to a State University (PTN), through the Minister of National Education Regulation No. 28 of 2011, concerning the Establishment, Organization and Work Procedure of the Bengkalis State Polytechnic. On December 26th, 2011, the Bengkalis State Polytechnic was inaugurated by the Minister of Education and Culture of the Republic of Indonesia.

Bengkalis State Polytechnic is a higher education institution that produces experts from State Universities in Bengkalis Regency with a Diploma 3 education level with an Associate Expert degree and Diploma 4 with a Bachelor of Applied Science degree. Bengkalis State Polytechnic has several departments, namely: Department of Naval Architecture, Mechanical Engineering, Civil Engineering, Informatics Engineering, Electrical Engineering, Discussion, Commercial and Maritime Administration.

Then, from 2013 to 2016 the State Polytechnic of Bengkalis has added 11 (nine) new study programs, namely D4 Mechanical Production and Maintenance, D4 Electrical Engineering, D4 Road & Bridge Design Engineering, D3 Nautics, D3 Teknika, Management and Trading Ports, D4 Software Engineering, D4 International Business Administration and D4 Public Financial Accounting. And until 2021, the State Polytechnic of Bengkalis will again add 3 new study programs, namely D4 Marine Architecture Engineering Technology,

D4 Information System Security, and D4 English For Communication and Professionals. Thus, since 2000 until now the State Polytechnic of Bengkalis has 9 (eight) majors with 20 (twenty) study programs. The D-IV International Business Administration Study Program was formed by Mrs. Yunelly Asra SE., MM which focuses on learning about the challenges faced in the business world in the international market by accepting the first batch in 2016.

Bengkalis State Polytechnic has a responsibility for improving human resources, especially in achieving the quality of students. To meet and achieve educational goals in higher education, knowledge is needed to apply the knowledge that has been obtained so that students can practice the aspects needed to enter the industrial world. So that with these demands, practical work activities were carried out.

Practical work is the application or practice and implementation of the theories learned in a factual manner where in this activity, students will get things that can be used as a work experience (work simulation) before undergoing actual work activities/activities, and students can also apply the knowledge received from the results of practical work

The implementation of practical work will bring students to a real experience, namely the world of work. The practical work process which is carried out by going directly into the company, will create a description of new thinking, because here the theory will be implemented and students will easily understand and learn. So that when students sit at their desks, they will easily adapt.

For Diploma III graduate students, this Practical Work is carried out after students complete a minimum of 4 (four) semesters and fully graduate, carried out for 1 month. Meanwhile, for Diploma IV graduate students, Practical Work is carried out after students complete a minimum of 6 (six) semesters and fully graduate which is carried out for a minimum of 3 months and a maximum of 4 months. Bengkalis State Polytechnic has collaborated with other agencies and companies in Indonesia and abroad.

Based on the above, the author as a student of the International Business Administration Study Program is required to carry out practical work activities for a minimum of 4 months.

The author chose PT Agung Automall Soekarno-Hatta branch. The implementation of the KP is starting from February 01, 2023 to May 31, 2023. The implementation of the KP is expected to add insight to the author about various good and correct tasks and to be able to face the real world of work with the experience gained.

1.2 Purpose of the Apprenticeship

The practical work activities of State Polytechnic of Bengkalis students, International Business Administration study program have the following objectives:

1. To describe job descriptions during practical work.
2. To explain practical workplace systems and procedures.
3. To find out the obstacles and solutions during practical work.

1.3 Significances of the Apprenticeship

The practical work carried out is very beneficial for several parties such as students, companies and State Polytechnic of Bengkalis:

1. For Students

Students have the opportunity to apply theoretical knowledge and concepts acquired during lectures into the real world of work.

2. For Companies

There is a collaboration between the world of education and the world of industry/companies so that it is known by academics and companies to get alternative candidates for employees who are known for their quality, dedication, and credibility.

3. For State Polytechnic of Bengkalis

State Polytechnic of Bengkalis get feedback from companies related to curriculum development and learning processes for students who take part in

Practical Work which can improve the quality of their graduates through practical work experience.

CHAPTER II

GENERAL DESCRIPTION OF THE COMPANY

2.1 Company Profile

The beginning of PT Agung Automall Soekarno-Hatta branch began with the establishment of PT Agung Concern on July 20, 1954 in Surabaya, East Java by a married couple Mr. Samuel Pandjaitan (alm) and Mrs. Ostina Emanuel Pandjaitan as an automotive trading company. In 1972, PT Agung Concern began selling Toyota, which was later appointed as Toyota's main dealer in Surabaya and Pekanbaru.



Figure 2.1 PT Agung Automall cabang Soekarno-Hatta

Source: Processed Data, 2022

On December 28, 1992 a mutual agreement was made to transfer the Toyota trading division to PT Agung Automall Soekarno-Hatta branch, then the Toyota dealership was fully operated by PT Agung Automall and PT Agung Concern became the holding company Currently PT Agung Automall as an authorized Toyota main dealer for Riau, Jambi, Bengkulu, Riau Islands, and Bali with a total number of permanent employees reaching 1000 people, will continue to provide

good service according to Toyota standards to the community and will continue to be with the community in an effort to develop the operational areas of PT Agung Automall.

Pekanbaru is a city that includes rapid development. This is characterized by the increasingly widespread business world in the field of trade, one of which is in the field of car trade so as to make the world of trade compete for market share and increase competitiveness in the global market.

PT Agung Automall Soekarno-Hatta branch was established in January 2002 and already has a network of outlets that reach remote areas, PT Agung Automall Soekarno-Hatta branch is one of the branch dealers in the city of Pekanbaru and has been authorized and meets Toyota standards that provide sales and after-sales products and services and spare parts.

PT Agung Automall Soekarno-Hatta branch is well known for toyota vehicle products even though there are several competing markets that are similarly located in the city of Pekanbaru, including Honda, Daihatsu, etc. But it does not rule out the possibility of toyota products at PT Agung Automall Soekarno-Hatta branch being the best-selling product every year among other competing markets.

PT Agung Automall Soekarno-Hatta branch which is Agung Toyota dealership is one of the main dealers (authorized main dealer) of Toyota in Pekanbaru city which not only provides new vehicles but has Agung Autogaleria which specializes in selling second hand vehicles with maintained quality.

In the sales service of PT Agung Automall Soekarno-Hatta branch has used sales innovations carried out by building a Prospecting Management System information system to shorten the vehicle purchase Administration process, also equipped with One Stop Solution support services to simplify the vehicle purchase process, including leasing and insurance financing.

Partnerships with a number of well-known leasing and insurance companies are service advantages to provide convenience for customer partners in the vehicle purchase process. PT Agung Automall Soekarno-Hatta branch cooperates in conducting sales on credit with several leasing companies that have become a trust for the company considering the long-standing cooperation.

2.1.1 PT. Agung Automall Soekarno-Hatta Logo

A logo is an identity used to describe the image and character of an institution or company. A good logo can create strong suggestions, build trust and maintain the company's image.



Figure 2.2 PT. Agung Automall Soekarno-Hatta Logo
Source: Processed Data, 2022

It can be seen from the company's website that the logo consists of the letters T,O,Y,O,T,A and has three ellipses that have different meanings, as follows:

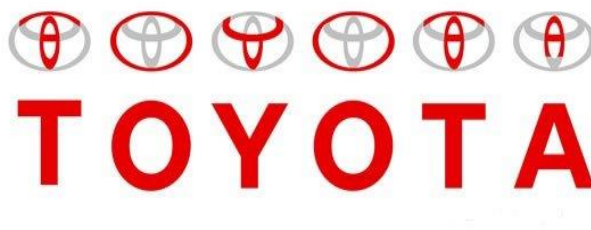


Figure 2.3 PT. Agung Automall Soekarno-Hatta Logo
Source: Processed Data, 2022

1. The first ellipse represents a Toyota customer.
2. The second ellipse symbolizes the commitment to provide the best and satisfy customers.
3. The third ellipse is defined as the limitless possibilities for technology and innovation.

2.2 Vision and Mission

Every company must have a vision and mission in order to realize its goals and as a driving force to carry out their respective programs, as well as PT Agung Automall cabang Soekarno-Hatta. The following is the vision and mission of PT Agung Automall Soekarno-Hatta branch:

1. Vision

The vision of PT. Agung Automall cabang Soekarno-Hatta is to To be the premier and respected global provider of transportation products and services

2. Mission

The missions PT. Agung Automall cabang Soekarno-Hatta are as follows:

- a. We Provide Added Value For The Stakeholders
- b. We Build Professional Human Resource

2.3 Corporate Values

Supervising the running of the company, management and employees of PT. Agung Automall Soekarno-Hatta branch refers to company values, among others:

1. Integrity

Committed to good corporate governance by upholding ethical standards and complying with all laws and regulations that apply to all members of the company as the key to organizational success.

2. Respect

Having the principle to always run a business with a sense of responsibility and mutual respect for business partners, employees, society and the environment.

3. Collaboration

Collaborate with stakeholders: customers, employees, business partners, associations and communities to achieve mutually beneficial goals.

4. Courage

Have the courage to adapt flexibly in facing any changing situation by always thinking ahead and being open to innovative new ways.

2.4 Kind of Business

PT Agung Automall Soekarno-Hatta branch is an Indonesia-based company engaged in the automotive sector. It became the largest automobile brand and manufacturer in the world for the first time in 2008, surpassing General Motors. Many of its about 1,000 subsidiary companies and affiliates are involved in the production of automobiles, automobile parts, and commercial and industrial vehicles. Toyota Industries develops and manufactures automobiles and automobile-related products, such as vehicles, engines, car air-conditioning compressors, car electronics components and devices, and stamping dies. Agung Toyota which is an authorized founder dealer of Toyota PT. Toyota Astra Motor in the provinces of Riau, Jambi, Bengkulu, Bali and Riau Islands introduced two models at once in two different segments, namely the All-New Astra Toyota Agya to support the mobility of first-users for a reliable first car and Toyota Agya GR Sport Sport which is intended for sporty customers who want a car with performance like a sports car.

2.5 Organization Structure

The organizational structure is one of the important instruments that must be owned by the company in order to achieve the company's goals. In the activities of a company, be it a commercial or non-commercial company, it is necessary to have a cooperation and coordination line among members in achieving the goals that have been outlined in advance.

The organizational structure should also be easily changed to adapt to the changes that occur without reducing the smooth running of the ongoing activities. A good organizational form will greatly depend on the situation and conditions of each company and also on the goals to be achieved.

This is because the organizational form of a company with other companies is different. The form of the organizational structure used by the company will support the goals to be achieved. In a good organizational structure, it is necessary to explain the relationship between the limits of authority and responsibility to each employee who has been previously authorized. Therefore, various activities within

the company must be arranged regularly so that the company's main objectives that have been previously set can be achieved properly.

The organizational structure of PT. Agung Automall cabang Soekarno-Hatta is structured in accordance with the provisions with the functions, obligations and responsibilities of each section in each field. The organizational structure of PT Agung Automall Cabang Pekanbaru can be seen in Figure 2.4 below as follows:

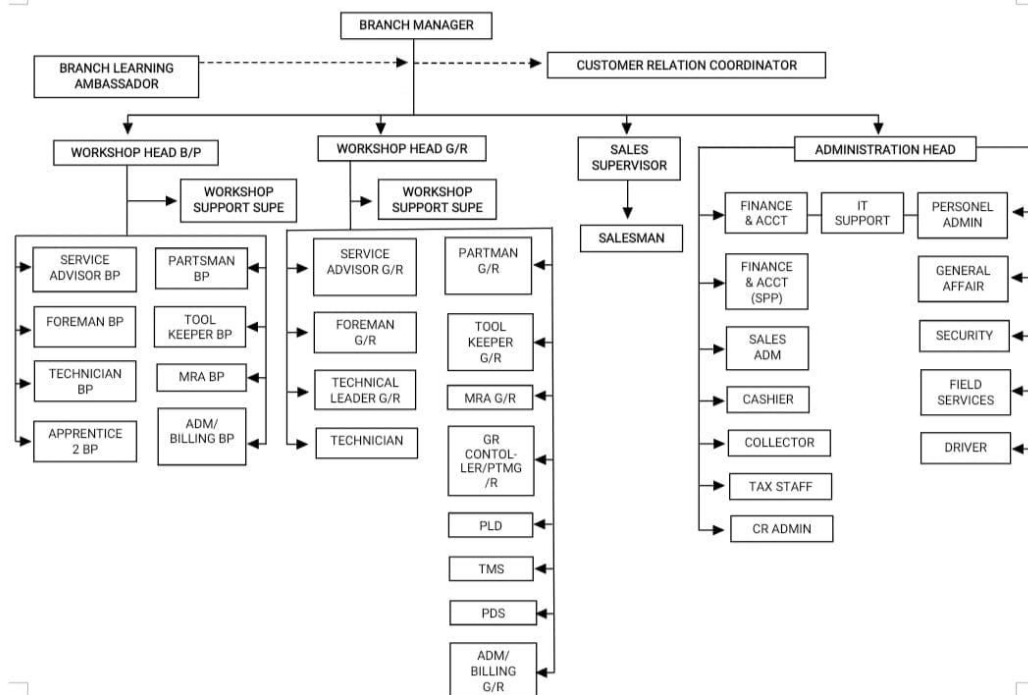


Figure 2.4 The organization structure of PT. Agung Automall Soekarno-Hatta branch

Source: PT. Agung Automall Soekarno-Hatta branch

Every company must have a work unit section, as well as PT Agung Automall Soekarno-Hatta branch, in accordance with its function, the responsibilities of each section can be outlined as follows:

1. Branch manager

Branch manager is a branch leader who oversees a division or office that has many responsibilities including being responsible for operations, optimizing all resource functions in the work area and coordinating well with the area supervisor.

2. Branch Learning Ambassador

A Branch Learning Ambassador is a branch ambassador leader that a company works with to become the 'face' or icon of the company's brand.

3. Customers Relation Coordinator

Customers Relation Coordinator is someone who is in charge of managing the operations of the branch office and creating good relationships with customers.

4. Workshop

A workshop is a group of people who have expertise or profession in a particular field. At PT Agung Automall there are several workshops as follows:

a. Workshop Head B/P

Workshop Head B/P is the Head of Workshop in the body part section of the workshop at a company.

b. Workshop Head G/R

Workshop Head G/R is a workshop leader in the G/R section of the PT. Agung Automall company. G/R stands for Gazoo Racing, they are Toyota's motorsport division in charge of improving car performance and going down to the racing event. This division is supervised by:

a) Workshop support supervisor

b) Foreman G/R

c) Technical leader G/R

d) Technician

e) Partman G/R

f) Tool keeper G/R

g) Mra G/R

h) Gr control

5. Sales Supervisor

A sales supervisor is someone who leads a sales team or sales team in a company who has the task of coordinating sales and monitoring the activities of the sales team.

6. Administration Head

Administration head is someone who has the task of managing all the administrative activities of the company and ensuring that each activity runs smoothly.

7. Finance & Accounting

Finance & Accounting is someone who is in charge of controlling the company's cash flow of operational funds and the company's financial condition such as planning and coordinating budget preparation.

8. Sales Administration

Sales Administration is someone who is tasked with supporting sales activities, especially those related to administration in the company. Sales Adm adalah seseorang yang bertugas untuk mendukung aktifitas sales terutama yang berhubungan dengan administrasi di perusahaan.

9. Cashier

Cashier is a functional official whose duties and responsibilities are mandated by the company to play a role in carrying out orderly financial administration, filing financial reports, circulating funds and financial reports.

10. Collector

Collectors are people in charge of collecting and handling problems related to arrears or installments in a company.

11. Tax Staff

Tax Staff is a tax staff person whose job is to carry out all recording, payment, reporting, and supervision of administrative processes related to taxes in a company. And there are still several other IT support at PT.Agung Automall such as:

- a. Personal admin
- b. General affair
- c. Security
- d. Field services
- e. Driver

2.6 The Working Process

Creative marketing is the process of incorporating creative concepts and ideas into marketing strategies with the aim of selling products or services. This is based on the belief that the life of the company will depend on public opinion.

The Creative Marketing team at PT Agung Automall Soekarno Hatta branch begins by conducting market research and analysis. This includes identifying target industries, market trends, and potential client segments. They also analyze competitors to understand their position and identify unique selling points for the branch.

CHAPTER III

SCOPE OF THE APPRENTICESHIP

3.1 Job Description

This practical work program is carried out at PT. Agung Automall Soekarno-Hatta branch for four months, starting from February 01 2023 to May 2023. During the internship period, KP participants are placed in the Marketing Creative Department. There are several tasks during the Job training in the Marketing Creative at PT. Agung Automall Soekarno-Hatta branch are as follows:

1. **Creating Promotional Content and Editing**

Creating Promotional Content and Editing is a marketing strategy which includes planning, creating and distributing content that can attract the target audience and turn them into consumers.

2. **Follow up Customers**

Follow-up Customer is the process of contacting potential customers who have the potential to buy products that have been offered to the company's customers.

3. **Create a Brochure to Publish on Social Media**

Making brochures is a task that is often carried out in this brochure team, which is a form of social media promotion carried out by PT Agung Automall Soekarno-Hatta branch to promote car units that are still available.

4. **Fill in the Sales Prospect Data**

prospects are prospective buyers, consumers or customers who have a desire for a product or service. at PT. Agung Automall Soekarno-Hatta branch records sales prospect data every day to be sent to the Branch Manager.

5. **Review User Talent Sales**

PT. Agung Automall Soekarno-Hatta branch provides user talent sales reviews every time Agung Automall's data has been updated and sales are required to fill it in according to the directions given.

6. Make An Offer Letter

This offer letter is a letter that is usually made for sales people who ask to be made and usually a letter is made with the aim of offering a product or car unit with the person concerned, usually an offer letter is made only for companies or government agencies.

3.2 Systems and Procedures

3.2.1 System

Companies need a system to support the company's activities in other words the system is a series of procedures that are interrelated and together form a function that aims to achieve a company goal.

System used by PT. Agung Automall Soekarno Hatta branch in its operational activities is an online and offline/manual process system. PT. Agung Automall Soekarno Hatta branch is a company engaged in the field of automotive trading companies. produced by PT Agung Automall. PT. Agung Automall is a subsidiary of Agung. The concern group is engaged as a Toyota main dealer whose location is not only in one area, but spread across several regions of Indonesia, including the province of Riau. In order for these separate areas to be connected to each other, in its operational activities in terms of sending data, PT Agung Automall uses a special application for internet-based companies.

As an online media, namely workshop services and spare parts provision in real time, a service system called AGASS (After Sales Service). In the form of manual media, it can be seen from inputting and processing data using Microsoft Excel and WPS Office.

3.2.2 Procedures

A company in carrying out its activities requires a procedure so that everything that is carried out or carried out is uniform or in accordance with the standards that have been set by the company. A procedure is a sequence of work that involves several people in a section or more, arranged to ensure equal treatment of transactions that occur frequently.

The description of the procedures carried out while carrying out practical work activities (KP) in the Division Creative Marketing at PT. Agung Automall Soekarno Hatta branch as follows:

1. Creating Promotional Content and Editing

PT. Agung Automall Soekarno Hatta branch is one of the major branches in the automotive trade sector in Pekanbaru and has collaborated with several agencies and institutions. It is important for the company to always aggressively promote Toyota products on various social media for the development and progress of the company. Creating Promotional And Editing, usually the Creative Marketing team will discuss what content will be taken every day and the content that has been recorded will usually be edited first and after editing is finished, the content that has been scheduled every day will be uploaded throughout social media PT. Agung Automall Soekarno Hatta branch, especially social media Instagram, the content is intended to be able to promote new products or information about the tribe of the branch. The steps in creating promotional content and editing can be seen in Figure 3.3 as follows:

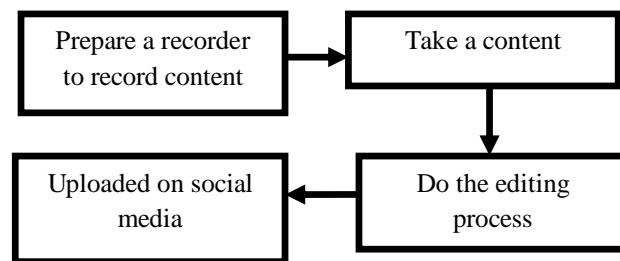


Figure 3.1 Flowchart of Creating Promotional Content and Editing
Source: Processed Data 2023

Based on the flowchart above, the first step in Promotional Content and Editing starts with scheduling to create content, usually after being scheduled, they will immediately make video recordings of content according to promotional materials, then after the content has been taken, team members immediately process video editing, usually the supporting tool for editing is the Capcut application, then team members will upload content on social media after carrying out the upload and Copywriting process. Documentation of Creating Promotional Content and Editing can be seen in:

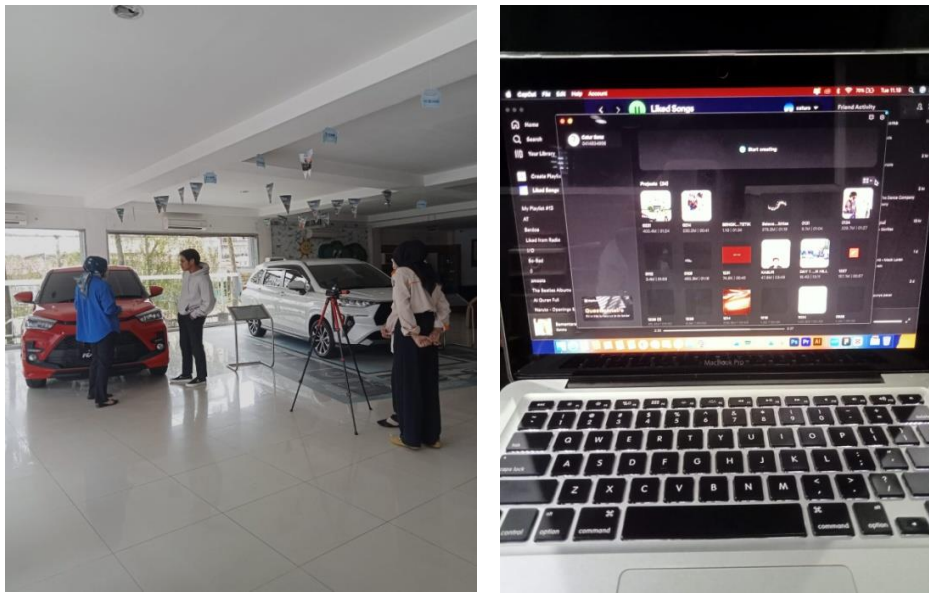


Figure 3.2 Documentation of Creating Promotional Content and Editing
Source: PT. Agung Automall Soekarno Hatta branch

2. Follow-up Customers

One of the teams will follow up customer data every day, usually the data to be followed up every day can be up to thousands of data, after being followed up the team will usually mark the data that has been followed up in Microsoft Excel. and which ones are interested in the promos delivered in following up customers. The steps in Follow up Customers can be seen in Figure 3.4 as follows:

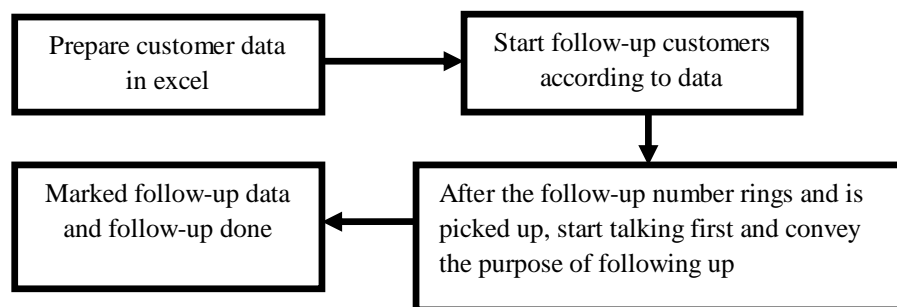


Figure 3.3 Flowchart of Follow-up Customers
Source: Processed Data 2023

Based on the flowchart above, the first step in Follow up Customers is to prepare customer data first in Excel, usually this customer data contains

telephone numbers, car units taken and the customer's full address, after the data file has been prepared the team will start following up the customer according to the customer data, after ringing and the customer has picked up the team will start the first chat is relaxed and after asking for news, usually the team will immediately carry out follow-up intent, namely promoting a new unit or usually if there is a promo promoting an event held at the company, then when the follow-up is complete the team will mark the data that has been followed up and provide any information interested and not interested in the promo and event, then the follow-up is complete.



Figure 3.4 Documentation of Follow up Customers
Source: PT. Agung Automall Soekarno Hatta branch

3. Create a Brochure to Publish on Social Media

In this activity, The team will create brochures for promotional activities on social media held, and usually this brochure will also be sent to a large group of salesmen on whatsapp with the aim that they can also promote this brochure on personal social media sales. The steps in Create a Brochure to Publish On Social Media can be seen in Figure 3.5 as follows:

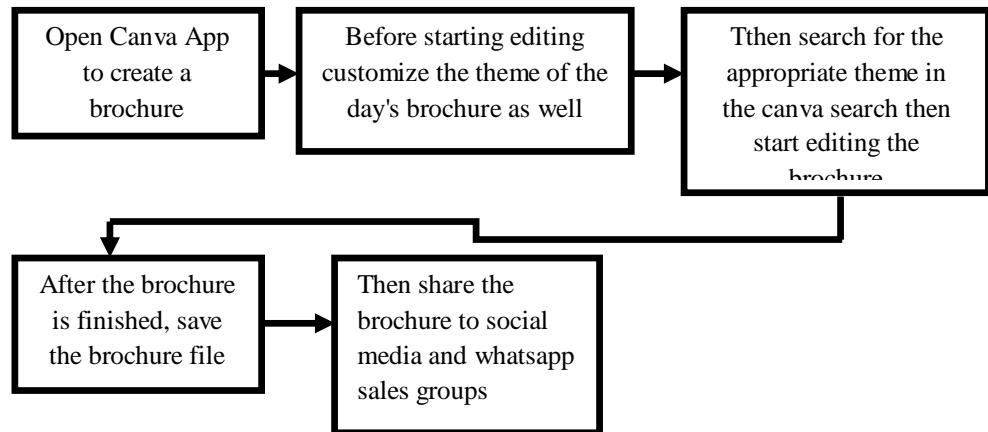


Figure 3.5 Flowchart of Create a Brochure to Publish on Social Media
 Source: *Processed Data 2023*

Based on the flow chart above, The author was given the task to create a brochure according to the specified format, this brochure was created using the Canva application.



Figure 3.6 Documentation of Create a Brochure to Publish On Social Media
 Source: *PT. Agung Automall Soekarno Hatta branch*

4. Review User Talent Salesman

One of the routine activities of team is reviewing talent based on performance and sales potential using the application provided by the Company itself, namely mTOYOTA and the results of the review based on answers that have been prepared by the Marketing Creative team itself. The steps in Review User Talent Sales can be seen in Figure 3.7 as follows:

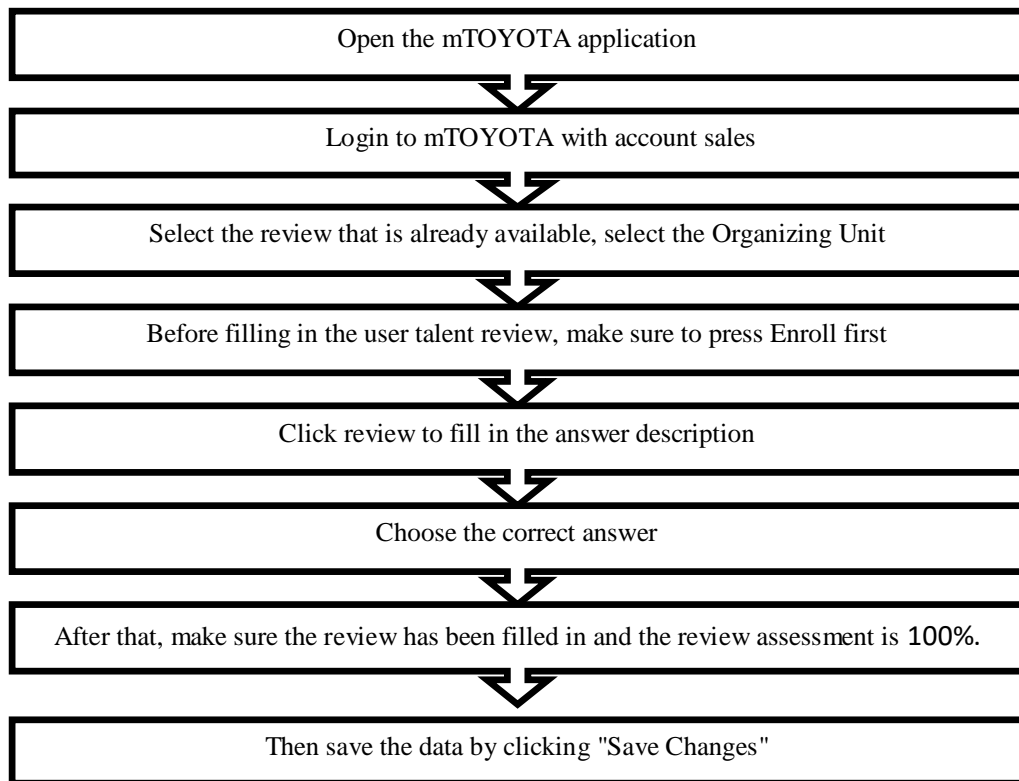


Figure 3.7 Flowchart of Review User Talent Salesma

Source: Processed Data 2023

In this activity, the author is assigned to review the salesman's talent, the author is first allowed log in to mTOYOTA with the salesman's account that has been prepared by the team. This review is in the form of questions that must be answered correctly by the team and this review must be filled in by everyone in the company and the review data will usually be given to the supervisor or branch manager as project data from PT Agung Automall.

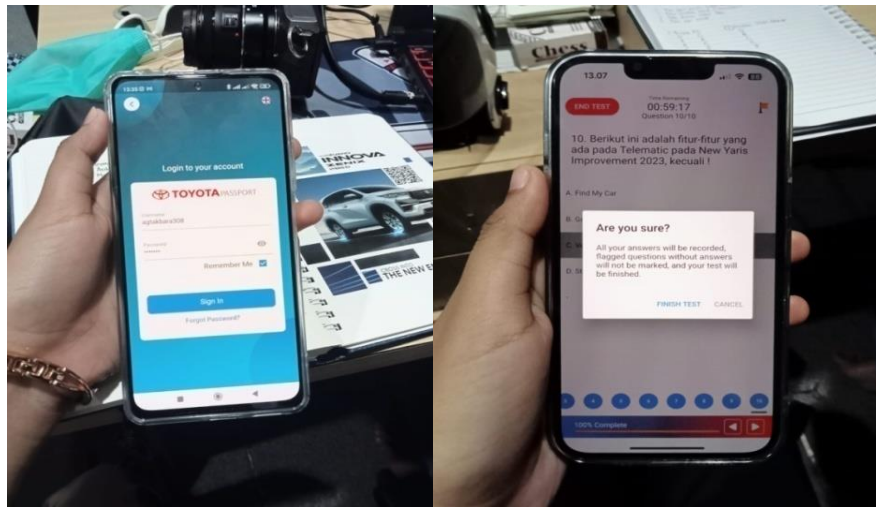


Figure 3.8 Documentation of Review User Talent Salesma
Source: PT. Agung Automall Soekarno Hatta branch

5. Fill in the Salesman Prospect Data

One of the marketing creative team will fill in salesman prospect data every day in Exel to report to the Branch Manager with the aim that these prospects will also be updated again to the WEST AREA RM. The steps in Fill in the Salesman Prospect Data can be seen in Figure 3.9 as follows:

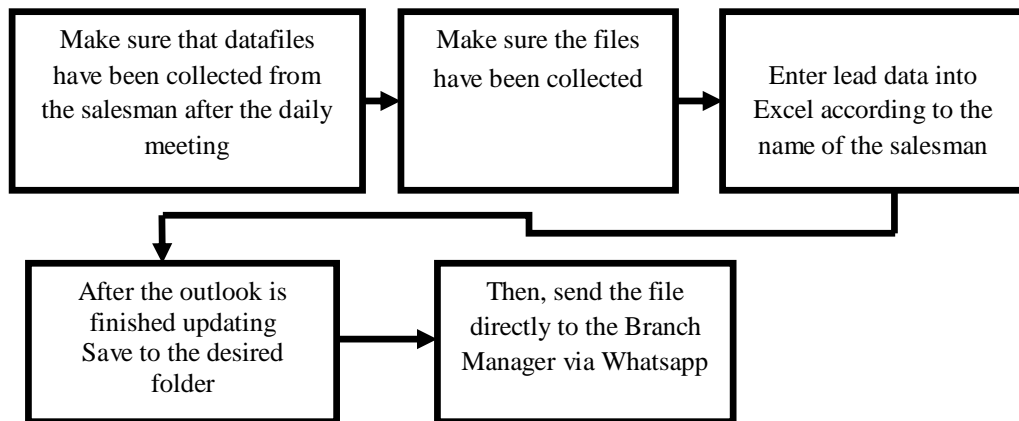


Figure 3.9 Flowchart of Fill in the Salesman Prospect Data
Source: Processed Data 2023

Based on the flow chart above, the team will fill in the sales prospect data every day after the salesmen finish meeting with The Branch Manager, this prospect data is collected first and then the data will be updated into excel, and

usually after the prospect data has been edited and annotated, this data will be sent again to the Branch Manager. this prospect data is the prospect of the sales that day before the prospect becomes an SPK.

Nama Sales	Nama Customers	Model Unit	Nomor Handphone	Keterangan
Oky	Junna	Rush G MT	628126610927	Dp 150 jt (mash runding dengan suami)
	HN	VELOZ	6281211909145	(rencana cash (perbandingan dengan honda)
	Alan	Calya	6282391426628	rencana Dp (perbandingan dengan sigra)
	Andi	Rush G AT	6285211383726	
Sonda Astin	PT ISA	Innova G MT Diesel		Credit urus sendiri (Lagi negosiasi ke Usernya)
	Kiswanto (Tapiang)	Rush G MT (Dp 89 Jt)	6281270871990	Jangi ke Showroom jumat 3/5/2023 (mash runding tambah DP)
	Ahmad (Polelawati)	Trade in Kijang LEX 1999 Dp AGYA 25 Jt	6282376782553	Manalah minta harga LEX 60 Jt, Showroom maksimal 45-50 Jt / GAIB 10 Jt
	Fritra (Peranap)	Rush GR (Dp 100 Jt)	6282283780172	Masih perbandingan dengan Terris dan produk lain
	Frica	AGYA G MT	6281363145681	Tunggu proses Kur lagi diarahkan minta KKB
Hibla	Dukhari	Innova	6282384248853	Konsumen rencana pembelian cash (Dana beku cas)
	Harmo rianto	Innova Reborn G MT Diesel	6281268059825	Konsumen tidak jadi SPK karena dana tidak cukup
	Amar Thedi	Innova G MT Diesel	628117118006	Konsumen mau trade in innova 2012 bekas travel (harga beku cocok)
	Eben	Yaris	628533155379	Konsumen rencana pembelian cash (Dana beku cas)
Akbar Tampun	Riki	AGYA GR	6281208540017	Konsumen pembelian credit Dp main, konsumen ingin angsuran (Plan SPK hari ini)
	Nehuta	Avanza	6282136583606	Konsumen dapat layanan sendiri dari KKB (minta waktu dua hari)
	Kevio Suputra	Avanza G MT	6287706692	
	Showroom	Fortuner GR Sport	628127556696	
Ricky Risaldi	Raja Akhsala	Innova Reborn	6282268485578	
	Yeti	Avanza G MT	628917434679	Customer's memantapkan Dp main Avanza Dp 3 jt dan 25 jt 3 tahun
	Aureh	Rush G MT	6282310146996	Customer's memantapkan Dp 20 jt selama 3 tahun
	Mawardi	Calya G MT	6282120230474	Customer's memantapkan Dp 20 jt, angsuran minta 3 jt selama 3 tahun
	Nur Amada	Fortuner GR	6285365788705	Customer's memantapkan Dp main Fortuner GR 4 tahun
Algian Nugraha	Leon	VELOZ	628127575588	Ada rencana Trade in Brio 2015 E MT harga minta 110 jt pasaran pengembalian 100 jt model baru minta Dp 100 jt 4 tahun, prioritas Bank Panin (layanan sendiri)
	Indya	Fortuner	628953208384	Customer's ke a Tap sudah cek history tidak ada masalah customer's akan menghubungi kembali
	Yayat	Rush		Customer's masih lanjutkan layanan sendiri Dp main
	Hayu	Rush	6282284615431	Customer's masih lanjutkan layanan koreksikan tgl 13 bisa dihubungi

Figure 3.10 Documentation of Fill in the Salesman Prospect Data
Source: PT. Agung Automall Soekarno Hatta branch

6. Make An Offer Letter

One of the a routine activites in creative marketing is make an offer letter for the salesman, usually every day the sales will ask to make an offer letter to be given to the destination of the letter, for example to a company or PT. the purpose of giving an offer letter is usually to offer car units that are still ready or that have just been launching at PT. Agung Automall Soekarno Hatta branch. The steps in Make An Offer Letter can be seen in Figure 3.11 as follows :

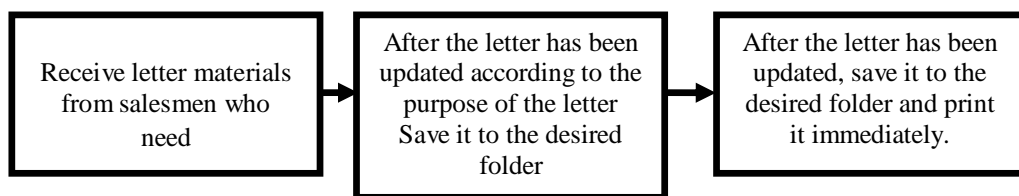


Figure 3.11 Flowchart of Make An Offer Letter
Source: Processed Data 2023

Based on the flowchart above, the Salesman provides the letter material to which parties this letter is given and which company it is intended for. Then, the material is reviewed and summarized. After you have finished study it, make it by listing the important points of the material. material from the offer letter. Documentation of Making an Offer Letter can be seen in Figure 3.12 below:

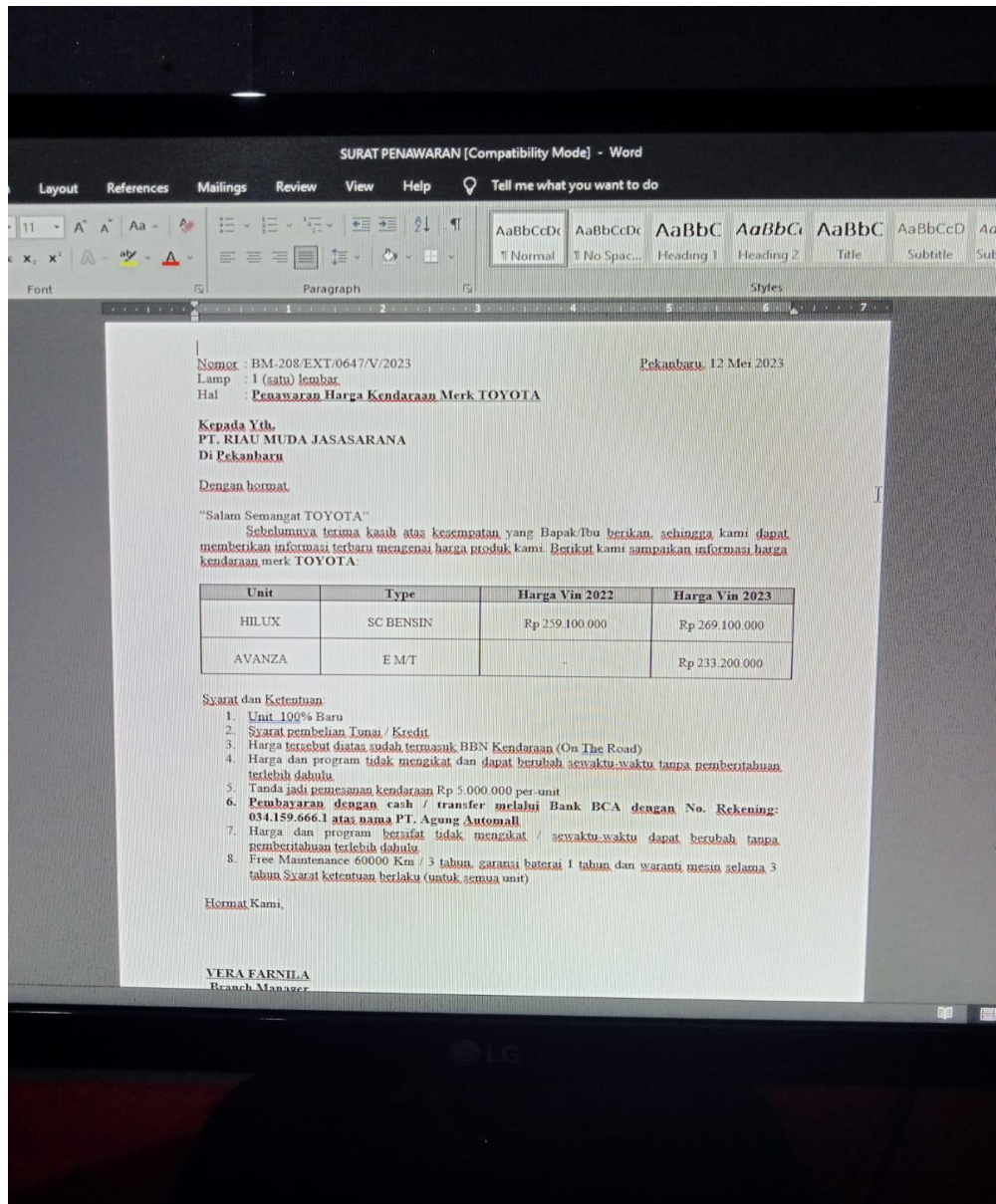


Figure 3.12 Documentation of Make An Offer Letter
Source: PT. Agung Automall Soekarno Hatta branch

3.3 Place of Apprenticeship

This Job training activity was carried out at PT. Agung Automall Soekarno-Hatta branch which is located at Jl. Soekarno - Hatta Labuh Baru Baru. Payung Sekaki District, Pekanbaru Regency, Riau Province. During practical work the author is placed in the Marketing Creative. The company's provisions regarding the schedule or time for the implementation of practical work are as follows:

Table 3.1. The Working schedule of PT. Agung Automall Soekarno-Hatta branch

No	Day	Working Hours	Break
1	Monday to Friday	08.00 - 16.00 WIB	12.00 - 13.00 WIB
2	Saturday	08.00 - 13.00 WIB	12.00 - 13.00 WIB
3	Sunday	Holiday	Holiday

Source: PT. Agung Automall Soekarno-Hatta branch

The activities carried out during practical work can be seen in the following table:

Table 3.2 Daily Activities of February 1st, 2023 to February 6th, 2023

No	Date and Time	Activities	Assignor
1	Monday 01 February 2023	Briefing (direction) Create content, and edit brochures to be uploaded on social media	Agri Yoshika
2	Tuesday 02 February 2023	Check files, Customes data and archive Customer files	Agri Yoshika
3	Wednesday 03 February 2023	Check files, Customes data and archive Customer files	Agri Yoshika
4	Thursday 04 February 2023	Create content, and edit brochures to be uploaded on social media	Agri Yoshika
5	Friday 06 February 2023	Create content, and create newsletters to publish on social media	Agri Yoshika
6	Saturday 07 February 2023	Create content, and edit video on Capcut	Agri Yoshika

Source: Processed Data 2023

The agenda of activities or work that has been carried out by the author during the implementation of the Job training at PT. Agung Automall Soekarno

Hatta branch in the Division from Creative Marketing February 08 2023 to February 14 2023 can be seen in the table below as follows:

Table 3.3 Daily Activities of February 8th, 2023 to February 13rd, 2023

No	Date and Time	Activities	Assignor
1	Monday 08 February 2023	Briefing (direction) creating engaging copywriting on social media	Agri Yoshika
2	Tuesday 09 February 2023	Create content, and edit brochures to be uploaded on social media Follow-up Customers	Agri Yoshika
3	Wednesday 10 February 2023	Follow-up Customers	Agri Yoshika
4	Thursday 11 February 2023	Follow-up Customers	Agri Yoshika
5	Friday 13 February 2023	Follow-up Customers	Agri Yoshika
6	Saturday 14 February 2023	Edit brochures to be uploaded on social media	Agri Yoshika

Source: Processed Data 2023

The agenda of activities or work that has been carried out by the author during the implementation of the Job training at PT. Agung Automall Soekarno Hatta branch in the Division from Creative Marketing February 15 2023 to February 21 2023 can be seen in the table below as follows:

Table 3.4 Daily Activities of February 15th, 2023 to February 21st, 2023

No	Date and Time	Activities	Assignor
1	Monday 15 February 2023	Briefing (direction) Create content, and edit video on Capcut	Agri Yoshika
2	Tuesday 16 February 2023	Create content, and edit video on Capcut	Agri Yoshika
3	Wednesday 17 February 2023	Create content, and edit video on Capcut Make an Offer Letter	Agri Yoshika

4	Thursday 18 February 2023	National Holiday	Agri Yoshika
5	Friday 20 February 2023	Follow-up Customers	Agri Yoshika
6	Saturday 21 February 2023	Follow-up Customers	Agri Yoshika

Source: *Processed Data 2023*

The agenda of activities or work that has been carried out by the author during the implementation of the Job training PT. Agung Automall Soekarno Hatta branch in the Division from Creative Marketing February 22 2023 to February 27 2023 can be seen in the table below as follows:

Table 3.5 Daily Activities of February 15th, 2023 to February 25th, 2023

No	Date and Time	Activities	Assignor
1	Monday 22 February 2023	Briefing (direction) Create content, and edit brochures to be uploaded on social media	Agri Yoshika
2	Tuesday 23 February 2023	Create content, and edit video on Capcut Make an Offer Letter	Agri Yoshika
3	Wednesday 24 February 2023	Create content, and edit video on Capcut Make an Offer Letter	Agri Yoshika
4	Thursday 25 February 2023	Create content, and edit video on Capcut	Agri Yoshika
5	Friday 27 February 2023	Create content, and edit video on Capcut	Agri Yoshika

Source: *Processed Data 2023*

The agenda of activities or work that has been carried out by the author during the implementation of the Job training at PT. Agung Automall Soekarno Hatta branch I in the Division from Creative Marketing February 28 2023 to March 06 2023 can be seen in the table below as follows:

Table 3.6 Daily Activities of February 28th, 2023 to March 6th, 2023

No	Date and Time	Activities	Assignor
1	Monday 28 February 2023	Briefing Create content, and edit brochures to be uploaded on social media	Agri Yoshika
2	Tuesday 01 March 2023	Follow-up Customers	Agri Yoshika
3	Wednesday 02 March 2023	Create content, and edit brochures to be uploaded on social media	Agri Yoshika
4	Thursday 03 March 2023	Create content, and edit video on Capcut Fill in the Salesman Prospect Data	Agri Yoshika
5	Friday 04 March 2023	Edit brochures to be uploaded on social media	Agri Yoshika
6	Saturday 06 March 2023	Review User talent Sales Make on Offer Letter	Agri Yoshika

Source: Processed Data 2023

The agenda of activities or work that has been carried out by the author during the implementation of the Job training at PT. Agung Automall Soekarno Hatta branch in the Division from Creative Marketing March 07 2023 to March 13 2023 can be seen in the table below as follows:

Table 3.7 Daily Activities of March 7th, 2023 to March 13rd, 2023

No	Date and Time	Activities	Assignor
1	Monday 07 March 2023	Briefing (direction) Create content, and edit brochures to be uploaded on social media	Agri Yoshika
2	Tuesday 08 March 2023	Follow-Up Customers Review User talent Sales	Agri Yoshika
3	Wednesday 09 March 2023	Follow-Up Customers Review User talent Sales	Agri Yoshika
4	Thursday		

	10 March 2023	Follow-Up Customers Review User talent Sales	Agri Yoshika
5	Friday 11 March 2023	Create content, and edit video on Capcut Make an Offer Letter	Agri Yoshika
6	Saturday 13 March 2023	Fill in the Salesman Prospect Data	Agri Yoshika

Source: *Processed Data 2023*

The agenda of activities or work that has been carried out by the author during the implementation of the Job training at PT. Agung Automall Soekarno Hatta branch in the Division from Creative Marketing March 14 2023 to March 20 2023 can be seen in the table below as follows:

Table 3.8 Daily Activities of March 14th, 2023 to March 20nd, 2023

No	Date and Time	Activities	Assignor
1	Monday 14 March 2023	Briefing (direction) Create content, and edit brochures to be uploaded on social media	Agri Yoshika
2	Tuesday 15 March 2023	Follow-Up Customers Review User talent Sales	Agri Yoshika
3	Wednesday 16 March 2023	Follow-Up Customers Review User talent Sales	Agri Yoshika
4	Thursday 17 March 2023	Follow-Up Customers Review User talent Sales	Agri Yoshika
5	Friday 18 March 2023	Sick	Agri Yoshika
6	Saturday 20 March 2023	Fill in the Salesman Prospect Data	Agri Yoshika

Source: *Processed Data 2023*

The agenda of activities or work that has been carried out by the author during the implementation of the Job training PT. Agung Automall Soekarno Hatta branch in the Division from Creative Marketing March 22 2023 to March 27 2023 can be seen in the table below as follows:

Table 3.9 Daily Activities of March 22nd, 2023 to March 27th, 2023

No	Date and Time	Activities	Assignor
1	Monday 21 March 2023	Briefing (direction) Create content, and edit brochures to be uploaded on social media	Agri Yoshika
2	Tuesday 22 March 2023	National Holiday	Agri Yoshika
3	Wednesday 23 March 2023	National Holiday	Agri Yoshika
4	Thursday 24 February 2023	Create content, and edit video on Capcut	Agri Yoshika
5	Friday 25 March 2023	Create content, and edit video on Capcut	Agri Yoshika
6	Saturday 27 March 2023	Fill in the Salesman Prospect Data Make an Offer Letter	Agri Yoshika

Source: Processed Data 2023

The agenda of activities or work that has been carried out by the author during the implementation of the Job training PT. Agung Automall Soekarno Hatta branch in the Division from Creative Marketing March 28 2023 to April 02 2023 can be seen in the table below as follows:

Table 3.10 Daily Activities of March 28th, 2023 to April 2nd, 2023

No	Date and Time	Activities	Assignor
1	Monday 28 March 2023	Briefing (direction) Create content, and edit brochures to be uploaded on social media	Agri Yoshika
2	Tuesday 29 March 2023	Fill in the Salesman Prospect Data Make an Offer Letter	Agri Yoshika
3	Wednesday 30 March 2023	Create Promotional Content on Tiktok	Agri Yoshika

4	Thursday 31 March 2023	Follow-Up Customers Review User talent Sales	Agri Yoshika
5	Friday 01 April 2023	Creating content at the Ska Mall Exhibition	Agri Yoshika
6	Saturday 02 April 2023	Create content, and edit video on Capcut Make an Offer Letter	Agri Yoshika

Source: Processed Data 2023

The agenda of activities or work that has been carried out by the author during the implementation of the Job training at PT. Agung Automall Soekarno Hatta branch in the Division from Creative Marketing April 03 2023 to April 08 2023 can be seen in the table below as follows:

Table 3.11 Daily Activities of April 4th, 2023 to April 8th, 2023

No	Date and Time	Activities	Assignor
1	Monday 03 April 2023	Briefing (direction) Create content, and edit brochures to be uploaded on social media	Agri Yoshika
2	Tuesday 04 April 2023	Sick	Agri Yoshika
3	Wednesday 05 April 2023	Follow-Up Customers Fill in the Salesman Prospect Data	Agri Yoshika
4	Thursday 06 April 2023	Follow-Up Customers Fill in the Salesman Prospect Data	Agri Yoshika
5	Friday 07 April 2023	Good Friday	Agri Yoshika
6	Saturday 08 April 2023	Make an Offer Letter Follow-Up Customers	Agri Yoshika

Source: Processed Data 2023

The agenda of activities or work that has been carried out by the author during the implementation of the Job training at PT. Agung Automall Soekarno

Hatta branch in the Division from Creative Marketing April 09 2023 to April 14 2023 can be seen in the table below as follows:

Table 3.12 Daily Activities of April 9th, 2021 to April 14th, 2023

No	Date and Time	Activities	Assignor
1	Monday 09 April 2023	National Holiday	Agri Yoshika
2	Tuesday 10 April 2023	Create content, and edit video on Capcut Make an Offer Letter	Agri Yoshika
3	Wednesday 11 April 2023	Make an Offer Letter Follow-Up Customers	Agri Yoshika
4	Thursday 12 April 2023	Create content, and edit brochures to be uploaded on social media	Agri Yoshika
5	Friday 13 April 2023	Create content, and edit video on Capcut	Agri Yoshika
6	Saturday 14 April 2023	Stay at Office	Agri Yoshika

Source: Processed Data 2023

The agenda of activities or work that has been carried out by the author during the implementation of the Job training at PT. Agung Automall Soekarno Hatta branch in the Division from Creative Marketing April 15 2023 to April 21 2023 can be seen in the table below as follows:

Table 3.13 Daily Activities of April 15th, 2023 to April 22nd, 2023

No	Date and Time	Activities	Assignor
1	Monday 15 April 2023	Briefing Create content, and edit brochures to be uploaded on social media	Agri Yoshika
2	Tuesday 17 April 2023	Follow-Up Customers Review User talent Sales	Agri Yoshika
3	Wednesday 18 April 2023	Follow-Up Customers Review User talent Sales	Agri Yoshika

4	Thursday 19 April 2023	Idhul Fitri Joint Holiday	Agri Yoshika
5	Friday 20 April 2023	Idhul Fitri Joint Holiday	Agri Yoshika
6	Saturday 21 April 2023	Idhul Fitri Joint Holiday	Agri Yoshika

Source: Processed Data 2023

The agenda of activities or work that has been carried out by the author during the implementation of the Job training PT. Agung Automall Soekarno Hatta branch in the Division from Creative Marketing April 22 2023 to April 28 2023 can be seen in the table below as follows:

Table 3.14 Daily Activities of April 22nd, 2023 to April 28th, 2023

No	Date and Time	Activities	Assignor
1	Monday 22 April 2023	Idhul Fitri Joint Holiday	Agri Yoshika
2	Tuesday 24 April 2023	Idhul Fitri Joint Holiday	Agri Yoshika
3	Wednesday 25 April 2023	Idhul Fitri Joint Holiday	Agri Yoshika
4	Thursday 26 April 2023	Idhul Fitri Joint Holiday	Agri Yoshika
5	Friday 27 April 2023	Idhul Fitri Joint Holiday	Agri Yoshika
6	Saturday 28 April 2023	Idhul Fitri Joint Holiday	Agri Yoshika

Source: Processed Data 2023

The agenda of activities or work that has been carried out by the author during the implementation of the Job training at PT. Agung Automall Soekarno Hatta branch in the Division from Creative Marketing April 29 2023 to April 04 2023 can be seen in the table below as follows:

Table 3.15 Daily Activities of April 29th, 2023 to May 04th, 2023

No	Date and Time	Activities	Assignor
1	Monday 29 April 2023	Idhul Fitri Joint Holiday	Agri Yoshika
2	Tuesday 30 April 2023	Idhul Fitri Joint Holiday	Agri Yoshika
3	Wednesday 01 May 2023	National Holiday	Agri Yoshika
4	Thursday 02 May 2023	Create content, and edit video on Capcut	Agri Yoshika
5	Friday 03 May 2023	Follow-Up Customers Review User talent Sales	Agri Yoshika
6	Saturday 04 May 2023	Follow-Up Customers Review User talent Sales	Agri Yoshika

Source: Processed Data 2023

The agenda of activities or work that has been carried out by the author during the implementation of the Job training at PT. Agung Automall Soekarno Hatta branch in the Division from Creative Marketing April 29 2023 to May 11 2023 can be seen in the table below as follows:

Table 3.16 Daily Activities of May 29th, 2021 to May 11st, 2023

No	Date and Time	Activities	Assignor
1	Monday 04 May 2023	Briefing (direction) Create content, and edit brochures to be uploaded on social media	Agri Yoshika
2	Tuesday 05 May 2023	Follow up Customers	Agri Yoshika
3	Wednesday 06 May 2023	Follow up Customers	Agri Yoshika
4	Thursday 08 May 2023	Follow up Customers	Agri Yoshika
5	Friday 09 May 2023	Fill in the Salesman Prospect Data	Agri Yoshika

6	Saturday 10 May 2023	Review User talent Sales	Agri Yoshika
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Source: Processed Data 2023

The agenda of activities or work that has been carried out by the author during the implementation of the Job training at PT. Agung Automall Soekarno Hatta branch in the Division from Creative Marketing May 12 2023 to May 18 2023 can be seen in the table below as follows:

Table 3.17 Daily Activities of May 12nd, 2021 to May 18th, 2023

No	Date and Time	Activities	Assignor
1	Monday 11 May 2023	Briefing (direction) Create content, and edit brochures to be uploaded on social media	Agri Yoshika
2	Tuesday 12 May 2023	Review User talent Sales	Agri Yoshika
3	Wednesday 13 May 2023	Create content, and edit video on Capcut	Agri Yoshika
4	Thursday 15 May 2023	Make an Offer Letter Follow-Up Customers	Agri Yoshika
5	Friday 16 May 2023	Make an Offer Letter Follow-Up Customers	Agri Yoshika
6	Saturday 17 May 2023	National Holiday	Agri Yoshika

Source: Processed Data 2023

The agenda of activities or work that has been carried out by the author during the implementation of the Job training PT. Agung Automall Soekarno Hatta branch in the Division from Creative Marketing May 26 2023 to May 31 2023 can be seen in the table below as follows:

Table 3.18 Daily Activities of May 19th, 2021 to May 25th, 2023

No	Date and Time	Activities	Assignor
1	Monday 18 May 2023	Briefing (direction)	Agri Yoshika

		Create content, and edit brochures to be uploaded on social media	
2	Tuesday 19 May 2023	Stay at Office	Agri Yoshika
3	Wednesday 20 May 2023	Create content, and edit video on Capcut Fill in the Salesman Prospect Data	Agri Yoshika
4	Thursday 22 May 2023	Review of consumer SPK data Customize SPK Data	Agri Yoshika
5	Friday 23 May 2023	Customize SPK Data	Agri Yoshika
6	Saturday 24 May 2023	Customize SPK Data	Agri Yoshika

Source: Processed Data 2023

The agenda of activities or work that has been carried out by the author during the implementation of the Job training at PT. Agung Automall Soekarno Hatta branch in the Division from Creative Marketing May 26 2023 to May 31 2023 can be seen in the table below as follows:

Table 3.19 Daily Activities of May 26th, 2021 to May 31st, 2023

No	Date and Time	Activities	Assignor
1	Monday 25 May 2023	Briefing (direction) Create content, and edit brochures to be uploaded on social media	Agri Yoshika
2	Tuesday 26 May 2023	Check files Customers data and archive Customer files	Agri Yoshika
3	Wednesday 27 May 2023	Follow-Up Customers	Agri Yoshika
4	Thursday 29 May 2023	Stay at Office	Agri Yoshika
5	Friday 30 May 2023	Reviewing test drive customer answers	Agri Yoshika

6.	Saturday 31 May 2023	Reviewing test drive customer answers	Agri Yoshika
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Source: Processed Data 2023

3.4 Obstacle and Solution

3.4.1 Obstacle

The obstacle that the author get while did the job training at PT. Agung Automall Soekarno Hatta branch are :

1. Less of Creative Marketing team members, so to do some work is often non effective
2. Limitations in using office facilities, because office facilities have been authorised from the center.
3. Limitations in obtaining data for the work given, because the data provided is not clear and incomplete.
4. It is difficult to determine the script or script to make video content so that it takes a long time, and it is difficult to work with sales people to be used as figures in videos so that they must be persuaded one by one, which takes a long time.

3.4.2 Solution

So, the solutions for the obstacles that the author get while did the job training, we hope that on the next period are :

1. Hopefully there will be recruitment soon so that the Creative marketing team will be helped.
2. Discussed again with the Creative Marketing team so that in the future, interns can also use office facilities.
3. Discussed again with the team who gave the task, and in the future the data related to the company will be clarified again, so that it is easy to understand
4. Make a video script with the team and organize the theme in advance, and approach the sales people so that they want to work together.

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

After doing practical work at PT. Agung Automall Soekarno Hatta branchl, the following conclusions can be drawn:

1. There are several types of work during the practical work program, namely:
 - a. Creating Promotional Content and Editing
 - b. Follow-up Customers
 - c. Create a Brochure to Publish On Social Media
 - d. Review User Talent Salesman
 - e. Fill in the Salesman Prospect Data
 - f. Make An Offer Letter
2. The practical work program was carried out at PT. Agung Automall Soekarno Hatta branch in Creative Marketing. The program is carried out for 4 (months) starting from February 01st 2023 to May 31th 2023.
3. Work systems and procedures in the Creative Marketing department use online systems, application systems and manual systems. All of these systems make it easier to do the work of the Creative Marketing section.
4. During the implementation of practical work, there were several obstacles, namely less of Creative Marketing team members, so to do some work is often non effective, limitations in using office facilities, because office facilities have been authorised from the center, limitations in obtaining data for the work given, because the data provided is not clear and incomplete and make a video script with the team and organize the theme in advance, and approach the salespeople so that they want to work together So, for the solution we hope in the next period. If there are new students who will do apprenticeship at at PT. Agung Automall Soekarno Hatta branch, Hopefully there will be recruitment soon so that the Creative marketing team will be helped and discussed again

with the team who gave the task, and in the future the data related to the company will be clarified again, so that it is easy to understand.

4.2 Suggestion

Author provide some suggestions for various parties, namely for The author himself, for students or younger siblings who will do apprenticeship in the next period, for companies and for the State Polytechnic of Bengkalis.

1. Author

Suggestions for writers are to be more careful, thorough and concentrate in writing work. Get used to reading first before acting, and think realistically and rationally, and do the task in accordance with the directions or orders that have been given by the employee concerned. To support the work run smoothly and quickly, it is better to provide computer facilities for students who do practical work.

2. College student

Author also provide suggestions that may be useful for students who will carry out apprenticeship activities for the next period, namely prioritizing safety and health, making the best use of time, doing work according to ability, thinking before taking action, always being patient and obedient and must learn to manage everything Assigned jobs and to find students to be more creative and initiative, don't wait for directions first because the company's jobs are high and fast.

3. Company

After The author runs the Apprenticeship activities at PT. Agung Automall Soekarno Hatta branch. There are several suggestions for a better company, namely when the company gives assignments that have great responsibility and high risk to Internship students to be supervised, guided and taught the steps

4. State Polytechnic of Bengkalis

The suggestion for the State Polytechnic of Bengkalis campus is to hold This Apprenticeship can be used as an evaluation, and should be provided to students before carrying out the Apprenticeship in accordance with the field or course

material in accordance with the Apprenticeship company. And the person concerned will deliver students who will do apprenticeship on the first day of entry, and pick them back up when students have finished doing apprenticeship.

APPENDICES

Appendix 1 : Apprenticeship Certificate



Appendix 2 : Apprenticeship Acceptance Letter



Nomor : HRD-208/EXT/0017/I/2023
Lampiran : 1 (Satu Berkas)
Hal : Balasan

Pekanbaru, 03 Januari 2023

Kepada Yth,

POLITEKNIK NEGERI BENGKALIS
Di
Bengkalis, Riau

Dengan Hormat,


Sehubungan Surat permohonan kerja praktek (KP), berikut kami informasikan bahwa mahasiswa Politeknik Negeri Bengkalis, yang tersebut dibawah ini:

No	Nama	NIM	Prodi
1	Lina Khairani	5404191239	D4 Administrasi Bisnis Intenasional
2	Sepni Guyanti	5404192238	D4 Administrasi Bisnis Intenasional

Telah kami setuju untuk melaksanakan Kerja Praktek di PT. Agung Automall Cabang Soekarno Hatta pada bulan Februari s/d Juli 2023.

Demikian surat keterangan ini dibuat untuk diketahui dan dipergunakan seperlunya.

Agung Toyota
Cabang Soekarno Hatta

PT. AGUNG AUTOMALL
CABANG PEKANBARU

Rima Novia
PA

PT Agung Automall
Jl. Soekarno Hatta No. 13 Arengka, Pekanbaru
www.agungtoyota.co.id

A Member of Agung Concern

Appendix 3 : Apprenticeship Statement Letter



SURAT KETERANGAN No : ADH-208/EXT/0702/V/2023

Yang bertanda tangan di bawah ini :

Nama : Sri Haryati
Jabatan : Administration Head
Alamat : Jl. Soekarno Hatta No.13 Pekanbaru

Dengan ini menerangkan bahwa :

Nama : Lina Khairani
NIM : 5404191239
Prodi : D4 Administrasi Bisnis Internasional
Asal Institusi : Politeknik Negeri Bengkalis


Telah selesai melaksanakan Kerja Praktek di PT. Agung Automall Cabang Soekarno Hatta dengan Baik. Kerja Praktek tersebut dilaksanakan selama empat bulan, terhitung sejak 01 Februari 2023 – 31 Mei 2023.

Demikian surat keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya.

Pekanbaru, 31 Mei 2023

Hormat Kami,
PT. AGUNG AUTOMALL

PT. AGUNG AUTOMALL
Jl. Soekarno Hatta No.13


Sri Haryati
Administration Head

PT Agung Automall
Jl. Soekarno Hatta No. 13 Arengka, Pekanbaru
T+62761 587342
www.agungtoyota.co.id

A Member of Agung Concern



Appendix 4 : List of Attendance

ABSENSI MAGANG MAHASISWA

PT. AGUNG TOYOTA

Nama : Lina Khairani

Sekolah/Lembaga : Politeknik Negeri Bengkalis

Jurusan/Prodi : Administrasi Niaga/D-IV Administrasi Bisnis Internasional

NO.	HARI/TANGGAL	PARAF		KETERANGAN
		MAHASISWA	PENGAWAS	
1.	Rabu 01/02/2023	<i>Ammunif</i>	<i>Dorin</i>	
2.	Kamis 02/02/2023	<i>Ammunif</i>	<i>Dorin</i>	Membuat content & mengedit brochure untuk di upload di social media
3.	Jum'at 03/02/2023	<i>Ammunif</i>	<i>Dorin</i>	Menek Berkas dan data customer dan mengarsipkan berkas customer
4.	Sabtu 04/02/2023	<i>Ammunif</i>	<i>Dorin</i>	Menek Berkas dan data customer dan mengarsipkan berkas customer
5.	Senin 06/02/2023	<i>Ammunif</i>	<i>Dorin</i>	Esai Rutin, membuat content, dan mengedit brochure untuk di upload di social media
6.	Selasa 07/02/2023	<i>Ammunif</i>	<i>Dorin</i>	Membuat content harian Agung Toyota #SELACANRA
7.	Rabu 08/02/2023	<i>Ammunif</i>	<i>Dorin</i>	Membuat Newsletter untuk di publish di social media
8.	Kamis 09/02/2023	<i>Ammunif</i>	<i>Dorin</i>	Membuat content harian Kasur #KASUSU untuk di publish di social media
9.	Jum'at 10/02/2023	<i>Ammunif</i>	<i>Dorin</i>	Membuat copywriting yang menarik agar konsumen tertarik
10.	Sabtu 11/02/2023	<i>Ammunif</i>	<i>Dorin</i>	Membuat surat pemesanan dan surat penawaran
11.	Senin 13/02/2023	<i>Ammunif</i>	<i>Dorin</i>	Mengedit brochure daily pay untuk di upload di social media
12.	Selasa 14/02/2023	<i>Ammunif</i>	<i>Dorin</i>	Mempollow up customer Agung Toyota
13.	Rabu 15/02/2023	<i>Ammunif</i>	<i>Dorin</i>	Mempollow up customers Agung Toyota
14.	Kamis 16/02/2023	<i>Ammunif</i>	<i>Dorin</i>	Mempollow up customers Agung Toyota
15.	Jum'at 17/02/2023	<i>Ammunif</i>	<i>Dorin</i>	Mengedit brochure daily pay untuk di upload di social media dan memfollow up cs
16.	Sabtu 18/02/2023	<i>Ammunif</i>	Ribur	'Isra' Mi'raj' Nabi Muhammad
17.	Senin 20/02/2023	<i>Ammunif</i>	<i>Dorin</i>	Mencocokkan data test drive dari form google test drive ke excel dan mendata
18.	Selasa 21/02/2023	<i>Ammunif</i>	<i>Dorin</i>	Mempollow up customers Agung Toyota

19.	Rabu 22/02/2023	Aarif.	Dani	Memfollow up customers Agung Toyota
20.	Kamis 23/02/2023	Aarif.	Dani	Memfollow up customers Agung Toyota
21.	Jumat 24/02/2023	Aarif.	Dani	Meeting diluar, dan membuat content sendiri di SEMIN EDUKASI
22.	Sabtu 25/02/2023	Aarif.	Dani	Memfollow up customers Agung Toyota
23.	Senin 27/02/2023	Aarif.	Dani	Memfollow up customers Agung Toyota
24.	Selasa 28/02/2023	Aarif.	Dani	Memfollow up customers Agung Toyota
25.	Rabu 29/02/2023			
26.	Kamis			
27.	Jumat			
28.	Sabtu			
29.				
30.				
31.				

PEKANBARU,

DIKETAHUI:



Siswa Magang



PT. ACING AUTOMALL
CABANG PEKANBARU

Branch Manager

ABSENSI MAGANG MAHASISWA

PT. AGUNG TOYOTA

Nama : Lina Khairani

Sekolah/Lembaga : Politeknik Negeri Bengkalis

Jurusan/Prodi : Administrasi Niaga/D-IV Administrasi Bisnis Internasional

NO.	HARI/TANGGAL	PARAF		KETERANGAN
		MAHASISWA	PENGAWAS	
1.	Rabu 01/03/2023	<i>Aunaf.</i>	<i>Doni</i>	Follow-up customers
2.	Kamis 02/03/2023	<i>Aunaf.</i>	<i>Doni</i>	Membuat konten, dan membuat brochure
3.	Jum'at 03/03/2023	<i>Aunaf.</i>	<i>Doni</i>	Membuat konten harian dan Editing video
4.	Sabtu 04/03/2023	<i>Aunaf.</i>	<i>Doni</i>	Membuat brosur harian
5.	Senin 06/03/2023	<i>Aunaf.</i>	<i>Doni</i>	Mereview User Takut Sales Membuat Surat Penawaran
6.	Selasa 07/03/2023	<i>Aunaf.</i>	<i>Doni</i>	Briefing creat content and edit brochure
7.	Rabu 08/03/2023	<i>Aunaf.</i>	<i>Doni</i>	Follow-up customers Review user talent sales
8.	Kamis 09/03/2023	<i>Aunaf.</i>	<i>Doni</i>	Follow-up customers Review user talent sales
9.	Jum'at 10/03/2023	<i>Aunaf.</i>	<i>Doni</i>	Follow-up customers Review user talent sales
10.	Sabtu 11/03/2023	<i>Aunaf.</i>	<i>Doni</i>	creat content and editing video Make an offer letter
11.	Senin 13/03/2023	<i>Aunaf.</i>	<i>Doni</i>	Fill in the salesman prospect data
12.	Selasa 14/03/2023	<i>Aunaf.</i>	<i>Doni</i>	Briefing creat content and edit brochure
13.	Rabu 15/03/2023	<i>Aunaf.</i>	<i>Doni</i>	Follow-up customers Review user talent sales
14.	Kamis 16/03/2023	<i>Aunaf.</i>	<i>Doni</i>	Follow-up customers Review user talent sales
15.	Jum'at 17/03/2023	<i>Aunaf.</i>	<i>Doni</i>	Follow up customer Review User talent Sales
16.	Sabtu 18/03/2023	<i>Aunaf.</i>	libur	Sick
17.	Senin 20/03/2023	<i>Aunaf.</i>	<i>Doni</i>	Briefing creat content and Edit brochure
18.	Selasa 21/03/2023	<i>Aunaf.</i>	libur	libur, Bali's Day (Hari suci)

19.	Rabu 22/03/2023	Amul.	libur	Ramadhan start
20.	Kamis 23/03/2023	Amul.	Libur	Ramadhan start
21.	Jum'at 24/03/2023	Amul.	Libur	create content and Editing video on capcut
22.	Sabtu 25/03/2023	Amul.	Libur	create content and Editing video on capcut
23.	Senin 27/03/2023	Amul.	Libur	Fill in the salesman prospect Data Make an offer letter
24.	Selasa 28/03/2023	Amul.	Libur	create content and edit brochure to be upload on social media
25.	Rabu 29/03/2023	Amul.	Libur	Fill in the salesman prospect Data Make an offer letter
26.	Kamis 30/03/2023	Amul.	Libur	create promotional content on Tiktok
27.	Jum'at 31/03/2023	Amul.	Libur	Follow-up Customers Re view user talent sales
28.				
29.				
30.				
31.				

PEKANBARU,

DIKETAHUI:


Siswa Magang


PT. ACING AUTOMALL
CALANG PEKANBARU

Branch Manager

ABSENSI MAGANG MAHASISWA

PT. AGUNG TOYOTA

Nama : Lina Khairani

Sekolah/Lembaga : Politeknik Negeri Bengkalis

Jurusan/Prodi : Administrasi Niaga/D-IV Administrasi Bisnis Internasional

NO.	HARI/TANGGAL	PARAF		KETERANGAN
		MAHASISWA	PENGAWAS	
1.	Sabtu 01/09/2023	<i>Amul.</i>	<i>Djoni</i>	Membuat konten di Mau SKA PKU
2.	Senin 03/09/2023	<i>Amul.</i>	<i>Djoni</i>	Membuat konten harian
3.	Selasa 04/09/2023	<i>Amul.</i>	libur	Sick
4.	Rabu 05/09/2023	<i>Amul.</i>	<i>Djoni</i>	Follow up customers Membuat data prospek sales
5.	Kamis 06/09/2023	<i>Amul.</i>	<i>Djoni</i>	Follow-up customers Membuat data prospek sales
6.	Jumat 07/09/2023	<i>Amul.</i>	libur	wafat Isa Al- Masih
7.	Sabtu 08/09/2023	<i>Amul.</i>	<i>Djoni</i>	Membuat Surat Permintaan Follow-up customers
8.	Senin 10/09/2023	<i>Amul.</i>	<i>Djoni</i>	Membuat konten harian dan editing Membuat Surat Permintaan
9.	Selasa 11/09/2023	<i>Amul.</i>	<i>Djoni</i>	Membuat Surat Permintaan Follow-up customers
10.	Rabu 12/09/2023	<i>Amul.</i>	<i>Djoni</i>	Membuat konten dan membuat brochure
11.	Kamis 13/09/2023	<i>Amul.</i>	<i>Djoni</i>	Membuat Konten Harian dan editing video di capcut
12.	Jumat 14/09/2023	<i>Amul.</i>	<i>Djoni</i>	Membuat konten Harian
13.	Sabtu 15/09/2023	<i>Amul.</i>	<i>Djoni</i>	stay at office
14.	Senin 17/09/2023	<i>Amul.</i>	<i>Djoni</i>	Briefing Membuat konten dan brochure
15.	Selasa 18/09/2023	<i>Amul.</i>	<i>Djoni</i>	Follow up customer Mereview user terkait sales
16.	Rabu 19/09/2023	<i>Amul.</i>	<i>Djoni</i>	Follow up customer Mereview user terkait sales
17.	Kamis 20/09/2023	<i>Amul.</i>	libur	Idul Fitri join Holiday
18.	Jumat 21/09/2023	<i>Amul.</i>	libur	Idul Fitri join Holiday

19.	Sabtu 22/04/2023	Amir	libur	Idul Fitri, Join Holiday
20.	Senin 24/04/2023	Amir.	libur	Idul Fitri, Join Holiday
21.	Selasa 25/04/2023	Amir.	libur	Idul Fitri, Join Holiday
22.	Rabu 26/04/2023	Amir	libur	Idul Fitri, Join Holiday
23.	Kamis 27/04/2023	Amir.	libur	Idul Fitri, Join Holiday
24.	Jumat 28/04/2023	Amir.	libur	Idul Fitri, Join Holiday
25.	Sabtu 29/04/2023	Amir.	libur	Idul Fitri, Join Holiday
26.	Senin 30/04/2023	Amir.	libur	Idul Fitri, Join Holiday
27.				
28.				
29.				
30.				
31.				

PEKANBARU,

DIKETAHUI:


Siswa Magang


PT. ... AUTOMALL
CABANG PEKANBARU

Branch Manager

ABSENSI MAGANG MAHASISWA

PT. AGUNG TOYOTA

Nama : Lina Khairani

Sekolah/Lembaga : Politeknik Negeri Bengkalis

Jurusan/Prodi : Administrani Niaga/D-IV Administrasi Bisnis Internasional

NO.	HARI/TANGGAL	PARAF		KETERANGAN
		MAHASISWA	PENGAWAS	
1.	Selasa, 02/05/2023	<i>Annel.</i>	<i>Dgnm</i>	Membuat Konten Harian dan editing video on capcut
2.	Rabu, 03/05/2023	<i>Annel.</i>	<i>Dgnm</i>	Follow-up customers Review user talent sales
3.	Kamis, 04/05/2023	<i>Annel.</i>	<i>Dgnm</i>	Follow-up customers Review user talent sales
4.	Jumat, 05/05/2023	<i>Annel.</i>	<i>Dgnm</i>	Follow-up customers
5.	Sabtu, 06/05/2023	<i>Annel.</i>	<i>Dgnm</i>	Follow-up customers
6.	Senin, 08/05/2023	<i>Annel.</i>	<i>Dgnm</i>	Briefing Follow-up customer
7.	Selasa, 09/05/2023	<i>Annel.</i>	<i>Dgnm</i>	Fill in the salesman prospect data
8.	Rabu, 10/05/2023	<i>Annel.</i>	<i>Dgnm</i>	Review user talent sales
9.	Kamis, 11/05/2023	<i>Annel.</i>	<i>Dgnm</i>	create content and edit brochure
10.	Jumat, 12/05/2023	<i>Annel.</i>	<i>Dgnm</i>	Review user talent sales
11.	Sabtu, 13/05/2023	<i>Annel.</i>	<i>Dgnm</i>	create content and editing video
12.	Senin, 15/05/2023	<i>Annel.</i>	<i>Dgnm</i>	Briefing Make an offer letter Follow-up customers
13.	Selasa, 16/05/2023	<i>Annel.</i>	<i>Dgnm</i>	create content and editing video on capcut
14.	Rabu, 17/05/2023	<i>Annel.</i>	<i>Dgnm</i>	Make an offer letter Follow-up customer
15.	Jumat 19/05/2023	<i>Annel.</i>	<i>Dgnm</i>	stay at office
16.	Sabtu 20/05/2023	<i>Annel.</i>	<i>Dgnm</i>	create content, and edit video fill in the salesman prospect data
17.	Senin 21/05/2023	<i>Annel.</i>	<i>Dgnm</i>	Briefing create content and edit brochure
18.	Selasa 22/05/2023	<i>Annel.</i>	<i>Dgnm</i>	Review of consumers spk data customer STF Data

19.	Rabu 23/05/2023	Amul.	Ami	customize SPK Data
20.	Kamis 24/05/2023	Amul.	Ami	customize SPK Data
21.	Jumat 25/05/2023	Amul.	Ami	create content and edit brochure to be upload on social media
22.	Sabtu 26/05/2023	Amul.	Ami	check file, customer's data and archive CS file.
23.	Senin 28/05/2023	Amul.	Ami	Briefing create content and edit brochure
24.	Selasa 29/05/2023	Amul.	Ami	stay at office
25.	Rabu 30/05/2023	Amul.	Ami	Reviewing test drive customer Answer
26.	Kamis 31/05/2023	Amul.	Ami	Reviewing test drive customer Answer
27.		1		
28.				
29.				
30.				
31.				

PEKANBARU,

DIKETAHUI:


Siswa Magang


PT. AQUA AUTOMALL
CABANG PEKANBARU


Branch Manager

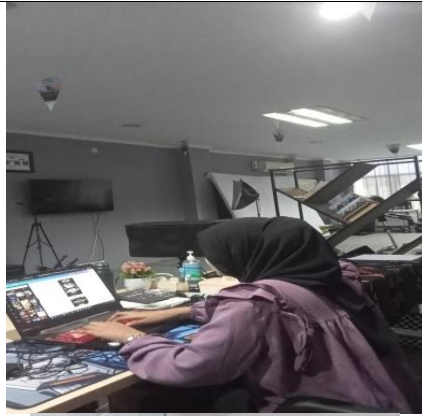

Appendix 5 : Daily Activities

**DAILY ACTIVITIES
OF THE JOB TRAINING**

Name : Lina Khairani

Date : 01- 03 February 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Briefing Create content, and edit brochures to be uploaded on social media	Agri Yoshika	
2.	Check files, Customes data and archive Customer files		
3.	Check files, Customes data and archive Customer files		
	Notes by Industrial Coach		

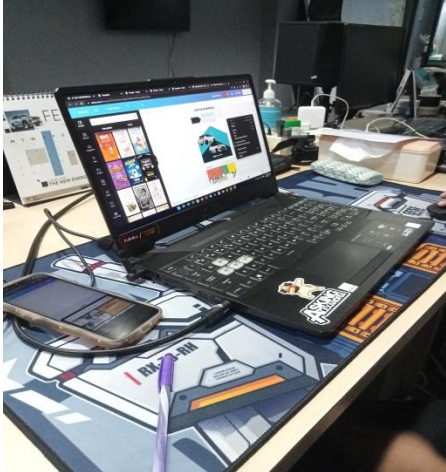

NO	WORKING	EXPLANATION
1.		Creating video content is one of the activities that is almost done every day in creative marketing and the schedule has been set, and making brochures is one form of promotion carried out on social media at Agung Automall.
2.		File archiving at Toyota grand is a process and way in which information in the form of documents is stored safely within a certain period of time determined according to the file. The main purpose of archiving companies is to save storage space and maintain confidentiality; Make it easier to find archives, find them quickly and precisely and save time and energy.

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 04- 07 February 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Create content, and edit brochures to be uploaded on social media	Agri Yoshika	
2.	Create content, and create newsletters to publish on social media		
3.	Create content, and edit video on Capcut		
	Notes by Industrial Coach		



NO	WORKING	EXPLANATION
1.		Creating video content is one of the activities that is almost carried out every day in creative marketing and the schedule is set, the video content will usually be edited in the capcut application, and will be uploaded on social media Instagram and making brochures is one form of promotion carried out on social media at Agung Automall.
2.		

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 08- 10 February 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Briefing (direction) creating engaging copywriting on social media	Agri Yoshika	
2.	Create content, and edit brochures to be uploaded on social media Follow-up Customers		
3.	Follow-up Customers		
	Notes by Industrial Coach		


NO	WORKING	EXPLANATION
1.		Briefing is one of the activities carried out at agung automall every Monday This briefing aims to provide brief explanations or meetings to provide concise information. Usually briefings are conducted by managers or leaders who invite sales to receive certain explanations.
2.		

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 11- 14 February 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Follow-up Customers	Agri Yoshika	
2.	Follow-up Customers		
3.	Edit brochures to be uploaded on social media Follow-up Customers		
	Notes by Industrial Coach		

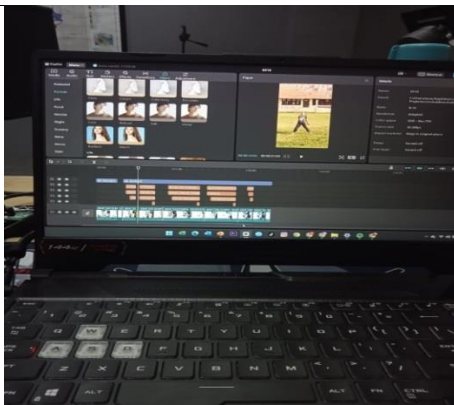
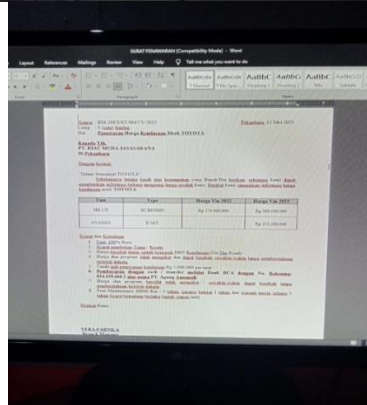
NO	WORKING	EXPLANATION
1.		Follow-up customers are usually done every day and usually the accounts that are followed up are a maximum of 30 accounts per day.

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 15- 17 February 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Briefing (direction) Create content, and edit video on Capcut	Agri Yoshika	
2.	Create content, and edit video on Capcut		
3.	Create content, and edit video on Capcut Make an Offer Letter		
	Notes by Industrial Coach		

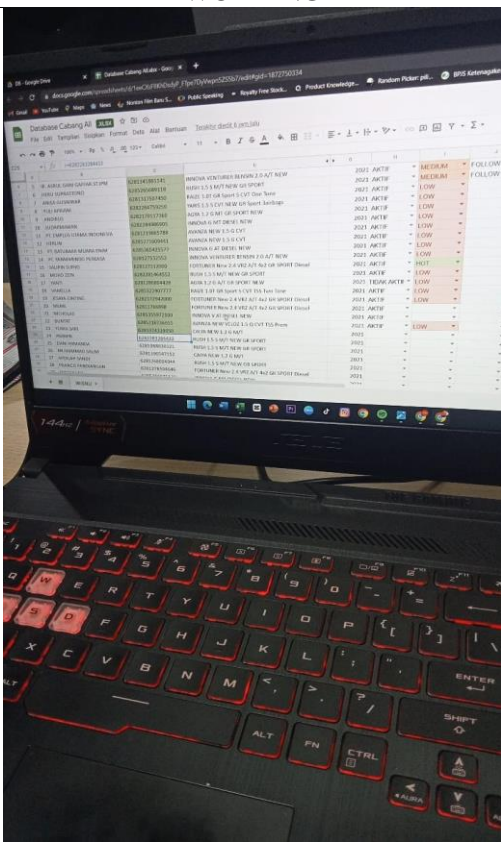
NO	WORKING	EXPLANATION
1.		Creating video content is one of the activities that is almost carried out every day in creative marketing and the schedule is set, the video content will usually be edited in the capcut application, and will be uploaded on social media Instagram
2.		Creating an offer letter is usually intended for sales people who need an offer letter, usually sales people who will confirm to the team where the offer letter is addressed. in this activity, the offer letter is addressed to PT.

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 18- 21 February 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	National Holiday	Agri Yoshika	
2.	Follow-up Customers		
3.	Follow-up Customers		
	Notes by Industrial Coach		


NO	WORKING	EXPLANATION
1.		<p>Follow-up customers are usually done every day and usually the accounts that are followed up are a maximum of 30 accounts per day.</p>

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 22- 24 February 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Briefing (direction) Create content, and edit brochures to be uploaded on social media	Agri Yoshika	
2.	Create content, and edit video on Capcut Make an Offer Letter		
3.	Create content, and edit video on Capcut Make an Offer Letter		
	Notes by Industrial Coach		


NO	WORKING	EXPLANATION
1.		Making brochures with car units with a girly theme and editing daily SELCA content videos (Selasa bercanda)

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 25- 28 February 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Create content, and edit video on Capcut	Agri Yoshika	
2.	Create content, and edit video on Capcut		
3.	Briefing Create content, and edit brochures to be uploaded on social media		
	Notes by Industrial Coach		



NO	WORKING	EXPLANATION
1.		Take content SENDU (Senin Edukasi) in front of the PT Agung Automall Soekarno-Hatta branch building and edit the video through the capcut application.

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 01 - 03 March 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Follow-up Customers	Agri Yoshika	
2.	Create content, and edit brochures to be uploaded on social media		
3.	Create content, and edit video on Capcut Fill in the Salesman Prospect Data		
	Notes by Industrial Coach		

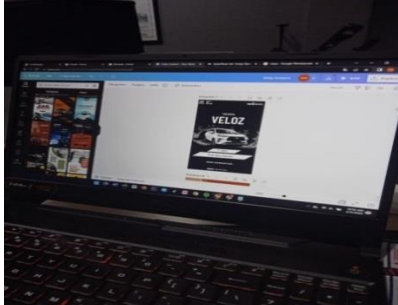
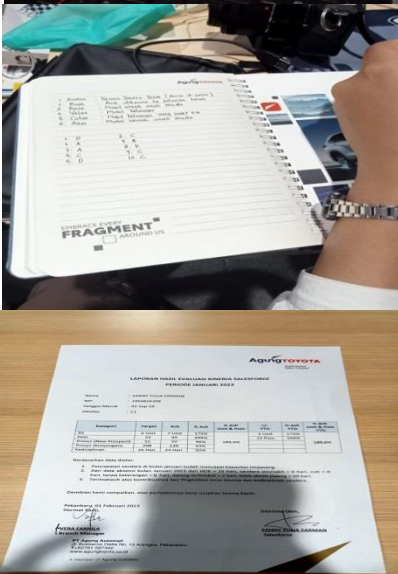
NO	WORKING	EXPLANATION
1.		<p>Take a content KASUR (Kamis Seru) with the team</p> <p>Edit the daily brochure with the theme of family with Avanza to be uploaded on social media</p>
2.		

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 04 - 07 March 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Edit brochures to be uploaded on social media	Agri Yoshika	
2.	Review User talent Sales Make on Offer Letter		
3.	Briefing (direction) Create content, and edit brochures to be uploaded on social media		
	Notes by Industrial Coach		

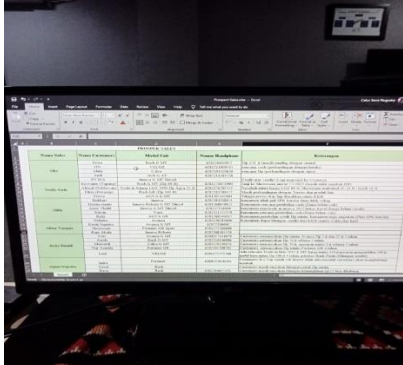
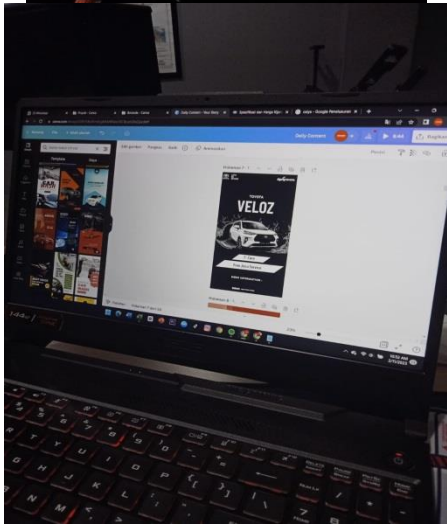
NO	WORKING	EXPLANATION
1.		Editing daily brochures with the theme "Pulang Kampung" to be uploaded on social media
2.		Follow-up Customers Creating an offer letter is usually intended for sales people who need an offer letter, usually sales people who will confirm to the team where the offer letter is addressed. in this activity, the offer letter is addressed to Government agencies.

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 08 - 10 March 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Follow-Up Customers Review User talent Sales	Agri Yoshika	
2.	Follow-Up Customers Review User talent Sales		
3.	Follow-Up Customers Review User talent Sales		
	Notes by Industrial Coach		

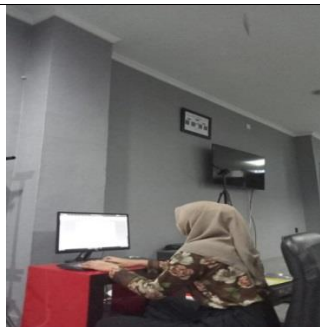
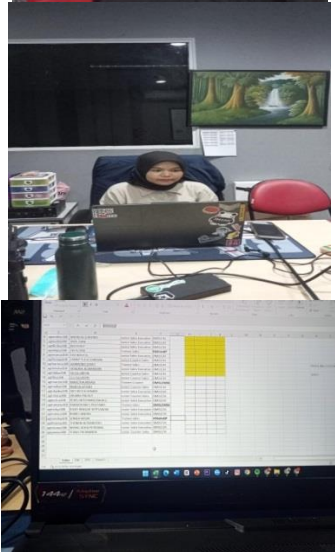
NO	WORKING	EXPLANATION
1.		<p>Follow-up customers are usually done every day and usually the accounts that are followed up are a maximum of 30 accounts per day.</p> <p>Making promotional brochures with the theme "MUDIKA" and editing daily SELCA content videos (Selasa bercanda).</p>
2.		

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 11 - 14 March 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Create content, and edit video on Capcut Make an Offer Letter	Agri Yoshika	
2.	Fill in the Salesman Prospect Data		
3.	Briefing (direction) Create content, and edit brochures to be uploaded on social media		
	Notes by Industrial Coach		


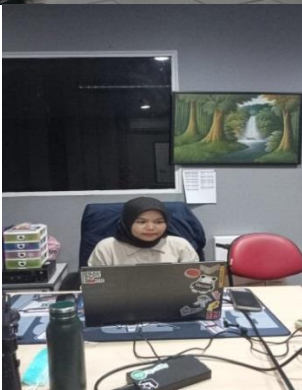
NO	WORKING	EXPLANATION
1.		Followup of customers who received gift boxes. Fill out daily sales prospect data to be sent to the Branch Manager.
2.		

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 15 - 21 March 2023

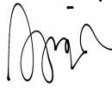
NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Follow-Up Customers Review User talent Sales	Agri Yoshika	
2.	Follow-Up Customers Review User talent Sales		
3.	Follow-Up Customers Review User talent Sales		
4.	Sick		
5.	Fill in the Salesman Prospect Data		
6.	Briefing (direction) Create content, and edit brochures to be uploaded on social media		
	Notes by Industrial Coach		


NO	WORKING	EXPLANATION
1.		<p>Briefing with the purpose of inquiring about sales leads. Followup of customers who received gift boxes.</p> <p>Take a content MEREKAT (Mereview Singkat) with the team. Created a brochure for daily content on Instagram and promotion of the new Hilux unit.</p>
2.		

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 22 - 24 March 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	National Holiday	Agri Yoshika	
2.	National Holiday		
3.	Create content, and edit video on Capcut		
	Notes by Industrial Coach		


NO	WORKING	EXPLANATION
1.		Take a content MERAGU (Menjawab Keraguan) with the team.

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 25 - 28 March 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Create content, and edit video on Capcut	Agri Yoshika	
2.	Fill in the Salesman Prospect Data Make an Offer Letter		
3.	Briefing (direction) Create content, and edit brochures to be uploaded on social media		
	Notes by Industrial Coach		

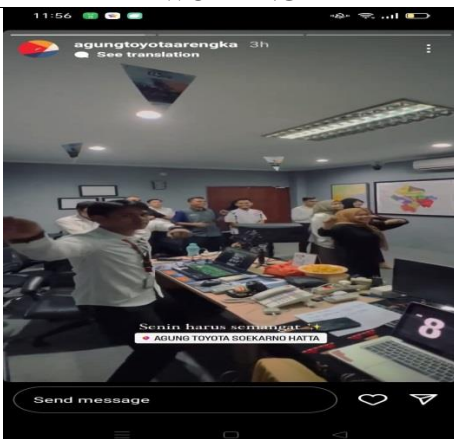

NO	WORKING	EXPLANATION
1.		Create content with Mr. Agri to be promoted on social media and editing content.

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 29 - 31 March 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Fill in the Salesman Prospect Data Make an Offer Letter	Agri Yoshika	
2.	Create Promotional Content on Tiktok		
3.	Follow-Up Customers Review User talent Sales		
	Notes by Industrial Coach		


NO	WORKING	EXPLANATION
1.		Create tiktok content with promotional purposes with the script "Why Should You Go to Agung Toyota Soekarno-Hatta" and Reviewing user talent sales in the mToyota app
2.		

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 01 - 04 March 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Creating content at the Ska Mall Exhibition	Agri Yoshika	
2.	Create content, and edit video on Capcut Make an Offer Letter		
3.	Briefing (direction) Create content, and edit brochures to be uploaded on social media		
4.	Sick		
	Notes by Industrial Coach		



NO	WORKING	EXPLANATION
1.		Participated in Toyota's grand exhibition at the ska mall with the aim of promoting the latest release of the Agya Gr car.

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 05 - 07 March 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Follow-Up Customers Fill in the Salesman Prospect Data	Agri Yoshika	
2.	Follow-Up Customers Fill in the Salesman Prospect Data		
3.	Good Friday		
	Notes by Industrial Coach		

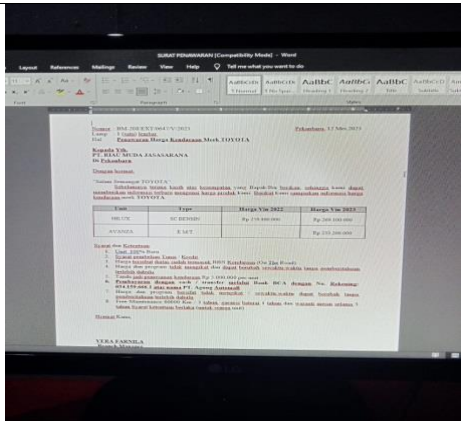

NO	WORKING	EXPLANATION
1.		<p>Follow-up customers are usually done every day and usually the accounts that are followed up are a maximum of 30 accounts per day.</p> <p>Fill out daily sales lead data to be sent to Branch Manager.</p>
2.		

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 08 - 11 March 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Make an Offer Letter Follow-Up Customers	Agri Yoshika	
2.	National Holiday		
3.	Make an Offer Letter Follow-Up Customers		
	Notes by Industrial Coach		

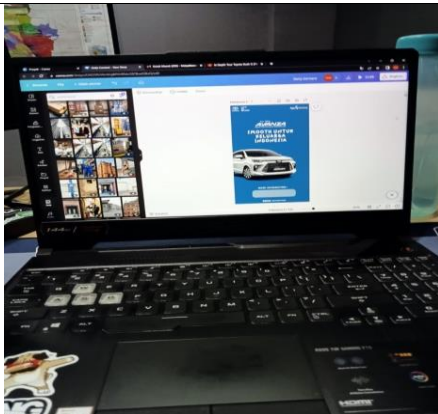

NO	WORKING	EXPLANATION
1.		Creating an offer letter is usually intended for sales people who need an offer letter, usually sales people who will confirm to the team where the offer letter is addressed. in this activity, the offer letter is addressed to PT. Emplus Utama Indonesia Record sales prospect data into Exel.
2.		

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 12 - 14 April 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Create content, and edit brochures to be uploaded on social media	Agri Yoshika	
2.	Create content, and edit video on Capcut		
3.	Stay at Office		
	Notes by Industrial Coach		

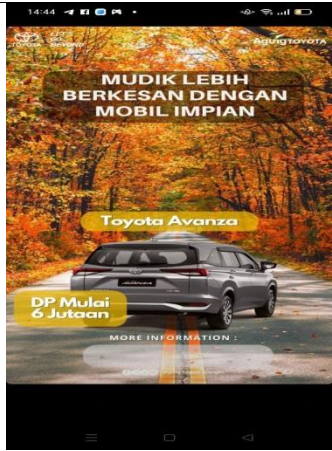
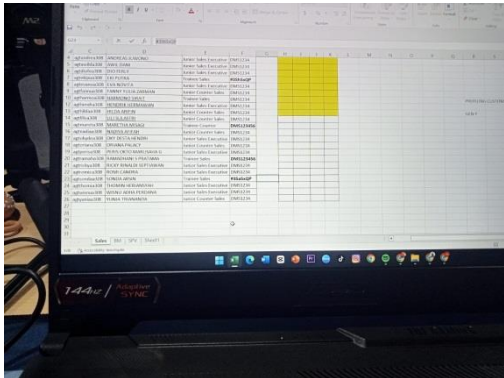
NO	WORKING	EXPLANATION
1.		Making promotional brochures with the theme "Lond Sofa Mode" and editing daily SELCA content videos (Selasa bercanda).
2.		

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 15 - 18 April 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Briefing Create content, and edit brochures to be uploaded on social media	Agri Yoshika	
2.	Follow-Up Customers Review User talent Sales		
3.	Follow-Up Customers Review User talent Sales		
	Notes by Industrial Coach		

NO	WORKING	EXPLANATION
1.		Making promotional brochures with the theme "MUDIK" and editing daily KASUR SELCA content videos (Kamis Seru).
2.		

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 19 - 30 April 2023

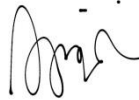
NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Idhul Fitri Joint Holiday	Agri Yoshika	
	Notes by Industrial Coach		

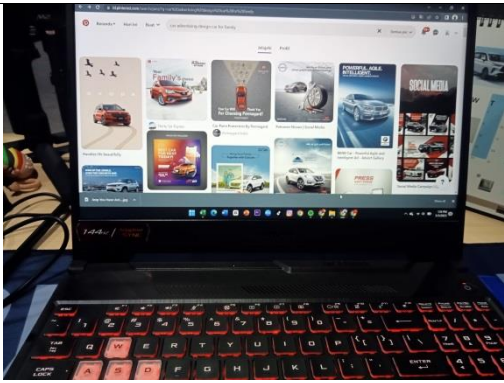

NO	WORKING	EXPLANATION

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 01 - 03 May 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	National Holiday	Agri Yoshika	
2.	Create content, and edit video on Capcut		
3.	Follow-Up Customers Review User talent Sales		
	Notes by Industrial Coach		


NO	WORKING	EXPLANATION
1.		Follow-up customers are usually done every day and usually the accounts that are followed up are a maximum of 30 accounts per day.
2.		

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 04 – 10 May 2023

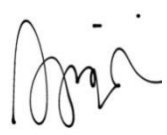
NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Briefing (direction) Create content, and edit brochures to be uploaded on social media	Agri Yoshika	
2.	Follow up Customers		
3.	Follow up Customers		
4.	Follow up Customers		
5.	Fill in the Salesman Prospect Data		
6.	Review User talent Sales		
	Notes by Industrial Coach		

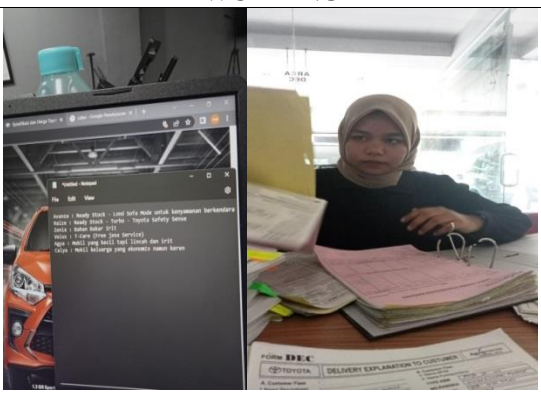

NO	WORKING	EXPLANATION
1.		<p>Attended the Automotive Expo 2020 event at SKA Mall with the aim of making a promotional video. Follow-up customers are usually done every day and usually the accounts that are followed up are a maximum of 30 accounts per day.</p>

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 11 - 13 May 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Briefing (direction) Create content, and edit brochures to be uploaded on social media	Agri Yoshika	
2.	Review User talent Sales		
3.	Create content, and edit video on Capcut		
	Notes by Industrial Coach		

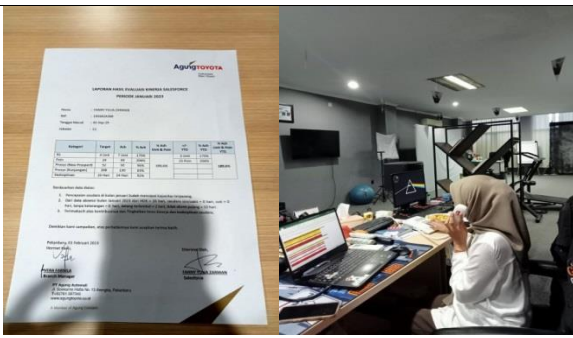

NO	WORKING	EXPLANATION
1.	 	<p>Creating daily content on Instagram media with Toyota Soekarno-Hatta employees. Briefing with the purpose of inquiring about sales leads.</p>

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 15 - 19 May 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Make an Offer Letter Follow-Up Customers	Agri Yoshika	
2.	Make an Offer Letter Follow-Up Customers		
3.	National Holiday		
4.	Briefing (direction) Create content, and edit brochures to be uploaded on social media		
5.	Stay at Office		
	Notes by Industrial Coach		

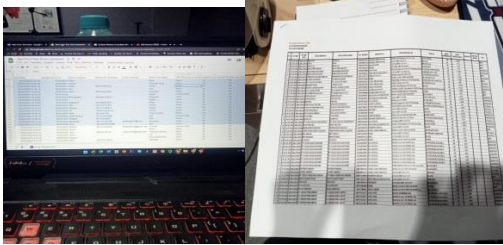
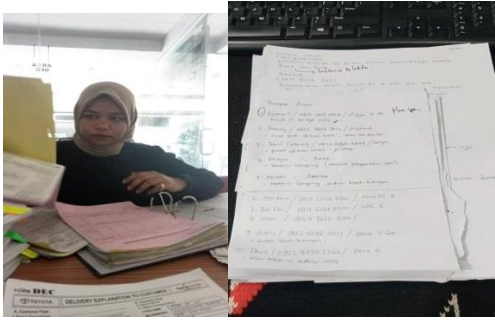
NO	WORKING	EXPLANATION
1.		Created a brochure for daily content on Instagram and promotion of the new Hilux unit and Fill in user talent sales data in the mToyota app. Follow-up customers are usually done every day and usually the accounts that are followed up are a maximum of 30 accounts per day.
2.		

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 20 - 26 May 2023


NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Create content, and edit video on Capcut Fill in the Salesman Prospect Data	Agri Yoshika	
2.	Review of consumer SPK data Customize SPK Data		
3.	Customize SPK Data		
4.	Customize SPK Data		
5.	Briefing (direction) Create content, and edit brochures to be uploaded on social media		
6.	Check files, Customes data and archive Customer files		
	Notes by Industrial Coach		


NO	WORKING	EXPLANATION
1.		Reviewing sales activities whether they have carried out prospect test drives and adjust SPK data into Exel.
2.		

DAILY ACTIVITIES OF THE JOB TRAINING

Name : Lina Khairani

Date : 27 -31May 2023

NO	DESCRIPTION OF ACTIVITIES	TASK ASSIGNOR	SIGNATURE
1.	Follow-Up Customers	Agri Yoshika	
2.	Stay at Office		
3.	Reviewing test drive customer answers		
4.	Reviewing test drive customer answers		
	Notes by Industrial Coach		

NO	WORKING	EXPLANATION
1.		Create Tik Tok promotional content with the scenario "Why go to agung Toyota" Review test drive customer answers to Exel.
2.	