APPRENTICESHIP REPORT

**PLN ICON PLUS PEKANBARU
(TELECOLLECTION DIVISION)**

AULIA
5404211432

**APPLIED BACHELOR DEGREE OF INTERNATIONAL
BUSINESS ADMINISTRATION STUDY PROGRAM
BUSINESS ADMINISTRATION DEPARTMENT
STATE POLYTECHNIC OF BENGKALIS
BENGKALIS - RIAU
2025**

APPRENTICESHIP REPORT

PLN ICON PLUS PEKANBARU
(TELECOLLECTION DIVISION)

Written as one of the conditions for completing Apprenticeship

AULIA
5404211432

Bengkalis, June 06th, 2025
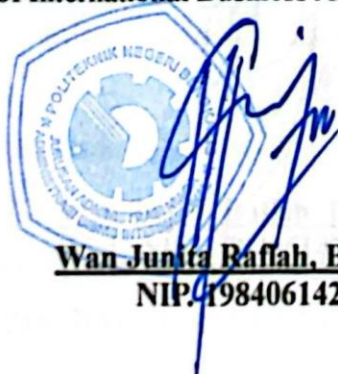
Head of Marketing Department
PLN Iconnet Sumbagteng

Advisor

Danu Narendro
NIP. 92190421CP

Teguh Widodo, S.Sos., M.SM., M.Rech
NIP. 197303182021211001

Approved by:
Head of International Business Administration Study Program

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

ii

ACKNOWLEDGEMENT

Praise and gratitude to the presence of Allah SWT, who always bestows both physical and spiritual health and provides the opportunity for the Author to complete the apprenticeship report. Salutations and blessings are also extended to our beloved Prophet Muhammad SAW for his struggles and trust that have led us from the era of ignorance to this era of knowledge..

This apprenticeship is one of Bengkalis State Polytechnic's programs, specifically the Department of Business Administration, and it is mandatory for all students to apply new knowledge and experiences to support the knowledge gained in the classroom. This report is expected to enhance creativity and knowledge for both the Author and the readers.The Author would like to express gratitude to all parties who have assisted in the implementation of the apprenticeship until the completion of this report. On this occasion, the Author would like to extend heartfelt thanks to the following parties:

1. Mr. Johny Custer, S.T., M.T as Director of State Polytechnic of Bengkalis
2. Mr. Romadhoni ST., MT as Vice Director I of Bengkalis State Polytechnic.
3. Ms. Supriati, M.Si as Head of the Business Administration Department
4. Ms. Wan Junita Raflah B.Sc., M. Ec. Dev as Head of the International Business Administration Study Program
5. Mr. Teguh Widodo, S.Sos.,M.SM., M.rech as Apprenticeship Supervisor of the International Business Administration Study Program
6. Ms.Yunelly Asra,S.E.,M.M as the Academic Supervisor lecturer of Semester VII C of the International Business Administration Study Program
7. Mr. M. Alkadri perdana, B.IT., M.Sc as the ABI A Lecturer for the International Business Administration Study Program and the apprenticeship Coordinator.
8. All lecturers and laboratorians of the Applied Bachelor Degree Administration Department,especially the International Business Administration Study Program, State Polytechnic of Bengkali.
9. Mr. Danu Narendro as Manager of the Marketing Department.

10. Mr. Dede Nofiandy as the supervisor of the apprenticeship in the Marketing Department.

11. All employees of PLN Icon Plus Pekanbary who have provided direction and experience during the internship.

12. Both parents and beloved extended family who have given all the love, prayers, sacrifices, patience and support both material and non-material that has been given so far.

13. Colleagues in the Bengkalis State Polytechnic, especially the International Business Administration Study Program Semester VIII (eight) A who always provide support when completing this apprenticeship report.

Hopefully the goodwill and sincerity given will get a commensurate reply from God Almighty, the Author apologizes to the management, employees and all parties involved for mistakes made during the apprenticeship at PLN Icon Plus Pekanbaru. Hopefully this report can be useful for all parties who need it in the future.

Bengkalis, June 06th, 2025

Aulia
5404211432

TABLE OF CONTENT

CHAPTER IV CONCLUSIONS AND SUGGESTIONS

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

CHAPTER I
INTRODUCTION

1.1   Background of Apprenticeship

Apprenticeship is a process of applying knowledge or competence from the academic environment to the professional field where interns are expected to understand real working systems in the workplace. The implementation of this internship program is a learning method to increase knowledge, insight, and practical experience by engaging directly in the professional world. It helps students apply the theories and concepts they have learned in college to actual job tasks and face real workplace challenges.

To produce graduates who are competitive in the job market, the State Polytechnic of Bengkalis is one of the vocational institutions that prepares its students to become competent in various professional fields. One of the mandatory programs for final-year students at this institution is an internship or practical work program that lasts for approximately four (4) months. This program is vital because knowledge is not only obtained theoretically but also needs to be supported by real work experience.

The Business Administration Department at the State Polytechnic of Bengkalis offers the D4-International Business Administration program and D4-Public Financial Accounting, focusing on economic and business fields. The curriculum includes administrative management, finance, communication, and human resource studies that equip students with skills required in the business.

To ensure students are well-prepared for real-world challenges, the International Business Administration program requires eighth-semester students to carry out internships in government or private institutions. Before choosing the internship placement, the program offers students several options. From the available options, the author chose to do the internship at PLN Icon Plus, a subsidiary of PT PLN (Persero), which focuses on providing ICT (Information and Communication Technology) infrastructure services.

The internship was conducted at the Regional Office of PT PLN Icon Plus in Pekanbaru, Riau Province, where the author was assigned to both. The internship was carried out at the regional office of PT PLN Icon Plus located in Pekanbaru, Riau Province. During the internship, the author was placed in the technical and administrative division, engaging in various activities including learning internal applications, assisting in data management, and participating in project documentation. The internship period lasted from February 3th 2025 to June 6th 2025.

1.2 Purposes of the Apprenticeship

The State Polytechnic of Bengkalis apprenticeship activities for the International Business Administration study program have the following objectives:

1. To find out job description of the apprenticeship implementation in the Telecollection Division of PLN Icon Plus Pekanbaru.
2. To understand the system and procedures of work activities in the Telecollection Division at PLN Icon Plus Pekanbaru.
3. To describe the place and time of the apprenticeship implementation at PLN Icon Plus Pekanbaru.
4. To explain the daily activities carried out during the apprenticeship period.
5. To identify obstacles faced during the apprenticeship and apply effective solutions to improve work performance and results.

1.3 Significances of the Apprenticeship

The apprenticeship that was carried out was very beneficial for several parties such as students, companies and the State Polytechnic of Bengkalis.

1. Significances for Students

    As for some of the benefits of implementing a Apprenticeship program that students get, they are as follows:

    a. Students get the opportunity to apply theoretical/consept knowledge acquired during lectures at the real working world.

    b. Students can develop working relationships and add experience resume.

c. Students gain practical experience in applying theoretical or conceptual knowledge to their course of study.

d. Students are given the opportunity to be able to analyze problems related to knowledge applied in the world of work according to their study program.

2. Significances for Companies

The benefits of implementing an Apprenticeship program are also obtained by companies or institutions that accept apprentice students, such as:

a. The company will receive labor assistance from apprentice students so that the work becomes a little lighter and easier.

b. Provides companies with additional workforce and fresh perspectives from students.

c. The company will be recognized by academics and the world of education.

3. Significances for State Polytechnic of Bengkalis

There are several benefits from the implementation of the apprenticeship program obtained by the State Polytechnic of Bengkalis, namely as follows:

a. There is cooperation or a good relationship between the campus and the company where the student interns.

b. Be able to State Polytechnic of Bengkalis can improve the quality of its graduates through student apprenticeship experiences.

c. Be able to State Polytechnic of Bengkalis will be better known in the industrial or corporate world.

d. Be able to State Polytechnic of Bengkalis receives input from the world of work for curriculum development and learning processes.

CHAPTER II
GENERAL DESCRIPTION OF THE COMPANY

2.1   Company Profile

PT PLN Icon Plus is a subsidiary of PT PLN (Persero), Indonesia's state-owned electricity company, that specializes in providing integrated Information and Communication Technology (ICT) services. Established in 2000, PLN Icon Plus was initially tasked with utilizing PLN's nationwide electricity network infrastructure to support telecommunication services. Over the years, the company has evolved into a leading national provider of digital and ICT solutions, not only serving PLN's internal systems but also expanding to external clients from government, enterprise, and public sectors.

The company's core strength lies in its extensive infrastructure, particularly its fiber optic network that stretches across major cities and islands in Indonesia. This strategic asset allows PLN Icon Plus to deliver high-quality and reliable services in broadband internet, data connectivity, network security, and cloud-based platforms. By leveraging the synergy with PLN's electrical grid, the company offers cost-efficient, stable, and scalable ICT services for diverse market needs.

PLN Icon Plus is also at the forefront of supporting Indonesia's digital transformation agenda. It provides key technological infrastructure for smart electricity systems, digital metering, smart grids, and Internet of Things (IoT) applications that are crucial in modernizing PLN's energy distribution and customer service networks. In addition to technical services, the company is also engaged in digital marketing, customer relationship management (CRM), telecollection, and managed services, ensuring holistic digital support for businesses and institutions.

To manage its operations effectively across the archipelago, PLN Icon Plus has established regional business units (SBUs) in several major areas. One of the prominent regional offices is PLN Icon Plus Regional Sumbagteng, which covers

the central Sumatra region including Riau, West Sumatra, and Jambi provinces. The regional office is located in Pekanbaru, Riau Province, and acts as a regional hub for network operations, sales and marketing, client servicing, and technical development.

During the internship period, the author was placed in the Manage Telecollection unit, under the Marketing and Sales Division, which is responsible for managing telemarketing activities, tracking client interactions, updating customer databases, and supporting the company's digital outreach strategies. This unit works under the supervision of Mr. Danu Narendro, Head of Marketing and Sales SBU PLN Icon Plus.

By integrating technology, innovation, and customer-centric services, PLN Icon Plus continues to play a vital role in digitalizing the national electricity sector while expanding its position as one of the most advanced ICT providers in Indonesia.

Figure 2.1 PLN Icon Plus Pekanbaru
Source : Process data, 2025

2.2 Vision and Mission Of The Company

2.2.1 Vision of PLN Icon Plus Pekanbaru

To be a leading provider of integrated smart connectivity, digital energy and environmentally friendly solutions to support the energy transition in Indonesia.

2.2.2 Mission of PLN Icon Plus Pekanbaru

The mission of PLN Icon Plus Pekanbaru is to serve as a foundation in achieving its vision through the following commitments:

1. Develop innovative smart connectivity, digital, and green energy solutions grounded in ESG principles.
2. Earn customer trust through high-quality products and service that deliver exceptional experiences.
3. Optimize resource use to boost competitive advantage and meet stakeholders aspirations.
4. Cultivate high-quality talent and foster a sustainable workplace culture.

2.3   Kind of Business

PT PLN Icon Plus is a subsidiary of PT PLN (Persero), operating in the field of Information and Communication Technology (ICT) with a focus on providing integrated digital solutions and infrastructure for both internal PLN needs and external commercial clients. Established in 2000, the company began by utilizing PLN's extensive electricity network infrastructure to support telecommunication services. Over time, it has evolved into a national provider of ICT solutions, actively supporting Indonesia's digital transformation initiatives.

PLN Icon Plus offers a wide range of services, including the development and maintenance of fiber optic networks, internet services, data center and cloud computing, smart utility systems (such as smart metering and SCADA), VPN services, and digital platform integration. The company not only serves PLN's internal needs but also offers B2B (business-to-business) and B2G (business-to-government) solutions to enterprises, state-owned companies, educational institutions, and government agencies.

In general, the business activities of PT PLN Icon Plus can be categorized into the following core areas:

1. ICT Infrastructure Development and Management

PLN Icon Plus is responsible for building and operating a national fiber optic backbone that spans more than 120,000 kilometers, reaching nearly all PLN

units, government offices, and public service areas. This infrastructure supports internet access, VPN connections, and other critical data communication services. The company ensures high availability and redundancy for reliable. Through its Sales & Marketing Division, PLN Icon Plus manages client acquisition, product promotion, and after-sales services. The division is responsible for introducing and marketing internet packages (ICONNET), dedicated broadband, enterprise VPN, and managed services to both retail and corporate markets. Sales teams also engage in client education, service demonstrations, and market analysis to optimize strategic offerings.

During the internship period, the author was placed in the Manage Telecollection unit, a sub-division of Sales & Marketing, which focuses on customer database management, telemarketing, follow-up coordination, and service conversion tracking. The Telecollection team plays a key role in bridging the gap between digital marketing campaigns and successful service activation.

2. Cloud Services and Data Center Operations

   PLN Icon Plus offers modern data center facilities and cloud services that support data storage, virtualization, server colocation, and disaster recovery planning. These services cater to both PLN's digital transformation agenda and external clients seeking secure and scalable IT infrastructure. Services are aligned with international standards such as ISO 27001 for information security.

3. Smart Utility and Digital Electricity Ecosystem

   The company is a strategic enabler of smart utility systems under PLN. This includes supporting smart grid development, Automatic Meter Reading (AMR), SCADA system integration, smart street lighting, and digital metering systems that improve monitoring, billing accuracy, and customer transparency. These innovations play a key role in modernizing Indonesia's electricity infrastructure, enhancing operational efficiency, and delivering more responsive and reliable services to customers.

4. Customer Experience and CRM-Based Services

    PLN Icon Plus utilizes a centralized Customer Relationship Management (CRM) platform to ensure service quality, responsiveness, and personalized client engagement. The CRM system integrates with Telecollection and customer service dashboards to handle inquiries, complaints, follow-ups, and sales progress tracking in real time.

5. Government and Strategic Partnership Projects

    The company actively collaborates with government institutions, ministries, and local authorities in digitalization programs, such as Smart City development, e-Government platforms, and rural internet deployment. Projects like "Desa Digital" and "Layanan WiFi Publik" (Public WiFi Services) are part of its national contribution to digital inclusion.

6. Support for Sustainable Development Goals (SDGs)

    Aligned with PLN Group's Green Transformation initiative, PLN Icon Plus also incorporates environmental awareness in its operations, such as by reducing paper usage through digital documentation, supporting energy-efficient systems, and enabling remote services that reduce physical visits and carbon footprint.

    The internship took place at PLN Icon Plus Regional Sumbagteng, headquartered in Pekanbaru, Riau. This regional unit oversees ICT service deployment across the Central Sumatra region including Riau, West Sumatra, and Jambi. It is responsible for service coverage expansion, customer management, technical support, and operational compliance. Under the leadership of Mr. Danu Narendro, Head of Marketing & Sales at PLN Icon Plus Sumbagteng, the division emphasizes a proactive, data-driven, and customer-centric marketing strategy. The Telecollection unit in particular supports outreach efforts by managing call campaigns, updating customer databases, confirming service requests, and improving overall sales efficiency.

    With a unique blend of nationwide infrastructure, digital innovation, and a commitment to excellence, PT PLN Icon Plus continues to be a pivotal player

in Indonesia's journey toward digital transformation, smart utility development, and equitable access to ICT services.

2.4 Organizational Structure

Organizational structure serves as the backbone of a company's internal system. It defines the hierarchy of roles, responsibilities, and relationships among departments and personnel to ensure efficient communication, task execution, and strategic alignment. A well-designed structure helps companies remain productive, scalable, and responsive to dynamic business environments.

PT PLN Icon Plus, as a subsidiary of PT PLN (Persero), operates under a centralized corporate structure with decentralized regional units across Indonesia. This hybrid model allows the company to maintain strong governance at the head office level while enabling regional autonomy and responsiveness in serving localized markets. Each region, including PLN Icon Plus Regional Sumbagteng, operates as a strategic business unit (SBU) responsible for both operational and commercial performance in its respective area.

At the PLN Icon Plus Regional Sumbagteng office in Pekanbaru, the organizational structure is headed by the Regional General Manager, who oversees all departments, ensures compliance with corporate policies, and drives performance based on regional KPIs. The manager coordinates closely with the head office while executing local strategies tailored to the Central Sumatra region (Riau, West Sumatra, and Jambi). The core functional divisions under the Regional General Manager include:

1. Technical Operations Division

   Responsible for the planning, installation, monitoring, and maintenance of fiber optic networks, internet backbone infrastructure, and digital systems that support client and internal PLN operations.

2. Customer Service Division

   Manages customer interaction, handles service inquiries and complaints, and ensures high service satisfaction standards. This division is also integrated with CRM tools and feedback systems.

3. Finance and Administration Division

   Oversees budgeting, financial reporting, procurement, human resources, and general administration. It ensures compliance with internal audit requirements and financial accountability.

4. Business Development and Strategic Partnership Division

   Focuses on expanding market reach, identifying new business opportunities, and maintaining collaborations with external partners including local governments, educational institutions, and private enterprises.

5. Sales and Marketing Division

   Plays a crucial role in driving revenue through service promotion, client acquisition, and market segmentation. This division is directly involved in designing sales strategies, managing campaigns, and analyzing market data. Within this division, the Manage Telecollection Unit functions as a specialized team.

During the internship period, the author was assigned to the Manage Telecollection Unit, which operates under the supervision of the Head of Marketing and Sales, Mr. Danu Narendro. This unit is responsible for:

1. Managing and updating databases of potential and existing customers.
2. Conducting outbound calls to offer services, collect feedback, and follow up on previous contact.
3. Tracking and recording customer responses in the internal CRM system.\
4. Assisting in lead conversion efforts by identifying qualified prospects.
5. Supporting the execution of marketing campaigns and ensuring communication consistency.

The Telecollection team plays a pivotal role in bridging the gap between digital marketing strategies and on-the-ground customer engagement. As a front-liner in direct communication, this unit ensures that customer interest is captured and followed up systematically, helping to increase service activation and retention.
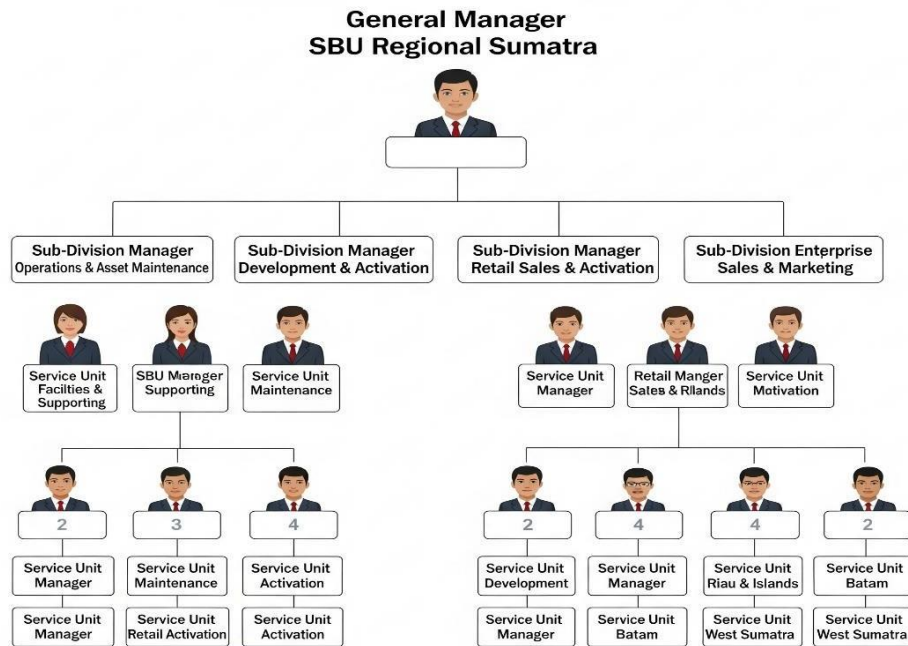
Figure 2.3 Organizational Structure
Source : Process data, 2025

2.5   The Working Process

The working process in the "Manage Telecollection" unit of PT PLN Icon Plus Regional Sumbagteng follows a structured and target-driven approach to support the company's marketing and customer outreach efforts. This unit plays a crucial role in connecting the company's services especially ICONNET broadband to prospective customers through telemarketing and follow-up strategies.

The workflow includes the following stages:

1. Daily Briefing and Task Assignment

   Every workday begins with a team briefing led by the supervisor. During this session, team members are assigned daily call targets and updated prospect lists retrieved from the CRM system. Each list includes essential customer data such as location, service availability, and previous interaction notes.

2. Data Verification

   Before making calls, team members validate the accuracy of customer data using internal tools like iCRM+, MapSource, and other tracking systems. This ensures that each contact made is relevant and actionable.

11

3. Telemarketing and Customer Engagement

The primary task is to contact prospective or existing customers via outbound calls to promote ICONNET packages and other ICT solutions. The team uses call scripts tailored to different customer types to ensure consistency and professionalism.

4. Follow-Up and Service Tracking

For interested customers, the team checks installation feasibility and service availability through system tools. Follow-up calls or messages are scheduled and tracked until the customer's service request is completed or canceled.

5. Daily Reporting

At the end of each day, team members submit individual reports containing the number of calls made, successful leads, declined offers, and pending follow-ups. These are compiled into a team report to monitor performance and outcomes.

6. Evaluation and Continuous Improvement

Weekly or monthly evaluations are conducted to assess progress, identify challenges, and refine strategies. Team members also attend periodic training sessions to improve communication, product knowledge, and technical skills.

This process supports the company's goal of expanding its service reach through structured communication, real-time tracking, and continuous customer engagement.

2.6   Documents Used for Activity

During the internship period at PT PLN Icon Plus Regional Sumbagteng, several documents and digital tools were used to support daily activities, especially in the Manage Telecollection unit under the Sales & Marketing Division. These documents serve to record, monitor, and evaluate the telemarketing process and customer interactions. The following are the key documents and tools used:

1. Customer Data Sheet (Call List)

    A daily-updated list containing prospective customer information such as
    name, contact number, address, service eligibility, and previous follow-up
    status. This list is retrieved from the CRM system and used as the primary
    reference during call operations.

Figure 2.3 Customer Data Sheet
Source : Process data, 2025

2. Telecollection Call Script

    A standardized call script used by telecollection agents when interacting with
    potential customers. It ensures consistent and professional communication,
    while also guiding agents in presenting product information and handling
    objections.

3. Follow-Up Tracking Form

    A document used to record the progress of customer interactions, especially
    for those who show interest in subscribing to ICONNET services. It includes
    status updates, scheduled follow-ups, and notes on customer preferences.

4. Daily Activity Report

    A personal report filled by each team member summarizing their daily
    activities. It includes metrics such as number of calls made, responses
    received, successful leads, and scheduled callbacks. This report is reviewed by

the supervisor at the end of each day.

5. Service Availability Map (MapSource)

    A digital tool used to check whether ICONNET service is available in a customer's area. It helps determine service feasibility before proceeding with installation requests.

6. CRM System (iCRM+)

    A centralized platform for managing customer data, updating call outcomes, assigning follow-ups, and tracking service activation status. All telecollection activities are integrated into this system for real-time monitoring.

Figure 2.4 CRM System(Icrm+)
Source : Process data, 2025

7. Marketing Brochures and Price Lists

    Digital brochures and promotional documents used to inform customers about available ICONNET packages, pricing, and promotional offers. These documents and systems not only support operational tasks but also ensure accuracy, efficiency, and accountability in the telecollection process. Their use is essential in maintaining quality standards and improving customer acquisition outcomes.

CHAPTER III
SCOPE OF THE APPRENTICESHIP

3.1   Job Description

In this chapter there are several descriptions of activities or tasks during Apprenticeship . Apprenticeship is carried out for 4 months, starting from February 3 to June 6 , 2025 at PLN Icon Plus Pekanbaru.

During the internship at PT PLN Icon Plus Regional Sumbagteng, the author was assigned to the Manage Telecollection unit under the Sales & Marketing Division. This unit plays a crucial role in conducting telephone-based marketing (telecollection) aimed at introducing ICONNET service products to potential customers, increasing new subscriber acquisition, and maintaining effective communication with clients. The tasks performed during the internship are described as follows:

1. Managing prospective customer data from the CRM system.
2. Verifying and updating contact information before telecollection.
3. Making outbound telemarketing calls to promote ICONNET services.
4. Delivering information about packages, prices, and promotions.
5. Recording customer responses and scheduling follow-ups.
6. Assisting in preparing daily and weekly telecollection reports.
7. Participating in morning briefings and weekly coordination meetings.
8. Supporting digital marketing efforts through WhatsApp and email outreach.

3.2   Systems and Procedures

3.2.1   Systems

The working system in the Manage Telecollection unit at PT PLN Icon Plus Pekanbaru is based on a structured and target-oriented approach that integrates digital systems and standard operating procedures (SOP). The unit operates under the supervision of the Head of Marketing and Sales, and every activity is aligned with the company's marketing objectives and service standards. The procedures

followed during the internship are outlined below:

1. Morning Briefing and Task Allocation

   Each working day begins with a team briefing conducted by the Telecollection Supervisor. During the briefing, the daily targets, service areas, and updated prospect data are distributed. The briefing also includes motivational messages, issue resolution, and performance reviews from the previous day.

2. Customer Data Retrieval and Verification

   Customer contact data is retrieved from the iCRM+ system, which includes information such as name, phone number, location, service eligibility, and follow- up history. Data is verified using MapSource, an internal GIS-based application, to ensure that the customer's area is covered by the ICONNET network before making calls.

3. Telecollection Process

   After verification, agents perform outbound calls using a standard calling script. The script includes greetings, product explanations, promotion details, and handling of customer inquiries. This ensures consistency and professionalism in all customer interactions.

4. Call Documentation and Response Categorization

   Every call is documented in the CRM system with specific outcomes: interested, not interested, unreachable, or follow-up scheduled. Each status helps the team in organizing next steps and refining customer engagement strategies.

5. Follow-Up and Service Feasibility Check

   For customers who express interest in the services offered, a more detailed feasibility check is carried out using tools such as MapSource and internal service coverage maps. This process helps determine whether the customer's location is within the current serviceable area.

6. Daily Reporting and Supervisor Review

At the end of the day, each team member compiles a Daily Activity Report detailing the number of calls made, responses received, follow-ups conducted, and any issues encountered. The supervisor reviews these reports to monitor team performance and adjust strategies as needed.

7. Weekly Evaluation and Coordination

Weekly meetings are held to evaluate overall progress, discuss challenges, and share insights between Telecollection agents and the marketing team. During these sessions, KPIs such as lead conversion rate, call success ratio, and service activation volume are analyzed.

8. System Integration and Tools Used

a. iCRM+: Main platform for customer data management, call tracking, and follow-up scheduling.

b. MapSource: Used to verify network availability and monitor infrastructure coverage.

c. Excel Reports: Used for backup data, summary reporting, and offline tracking.

The combination of digital tools, standardized procedures, and daily evaluations ensures that all Telecollection activities are performed efficiently, systematically, and with measurable results.

3.2.2 Procedures

The working process at PT PLN Icon Plus Regional Sumbagteng, particularly within the Manage Telecollection unit under the Sales & Marketing Division, is structured to support systematic, efficient, and target-oriented marketing activities.which is one of PLN Icon Plus's flagship services.The stages of the working process are explained as follows:

1. Preparation and Data Verification

Before starting daily activities, the Telecollection team prepares a prospective customer data list obtained from the iCRM+ system. This list

contains complete information, including the customer's name, phone number, address, previous contact status, and service eligibility.

Figure 3.1 Preparation and Data Verification
Source : Process data, 2025

The data preparation stage is crucial to ensure that the telecollection activities are well-targeted. Each customer's address is verified using the MapSource application, a Geographic Information System (GIS) tool developed internally, to check whether the customer's location falls within the ICONNET service coverage area. This verification helps prevent offering services to areas where installation is not yet possible.

2. Daily Briefing and Task Allocation

    Each workday officially begins with a morning briefing, led by the Telecollection Supervisor. In this session, the team receives updates on the day's marketing targets, distribution of calling assignments, as well as instructions related to product promotions or service enhancements.

Figure 3.2 Daily Briefing and Task Allocation
Source : Process data, 2025

The briefing session also functions as a platform to review the previous day's results, discuss obstacles encountered during the calling process, and exchange suggestions to improve service delivery and customer engagement. This ensures that all team members start the day with the same focus and clear objectives.

3. Telecollection Execution

The telecollection process involves making outbound calls to potential customers using a standardized call script. The script covers an introduction to the company, explanation of ICONNET service packages, prices, installation processes, and responses to common customer objections. The calls are carried out professionally, prioritizing customer comfort and clarity in information delivery. Telecollection agents are trained to adapt their communication approach according to the customer's responses and characteristics.

4. Documentation of Customer Responses

Every result from the telecollection activity is recorded into the iCRM+ system,categorized into several response types, such as:

a. Interested, to be followed up with a service installation schedule.

b. Uninterested, marked for future potential re-approach.

c. Follow-up needed, meaning the customer requires more information or a later call.

d. Unreachable, for customers who could not be contacted after multiple attempts.

e. Service unavailable, indicating that the area does not yet have network coverage.

The icrm+ system enables efficient tracking of telecollection outcomes by categorizing customer responses. This structured approach helps the team manage follow-ups, schedule services, and improve engagement based on customer needs and availability.

Figure 3.3 Documentation of Customer Responses
Source : Process data, 2025

5. Service Availability and Technical Verification

    For customers who express interest, the next stage is a detailed service availability check.The Telecollection team re-validates the customers address and coordinates with the Technical Division to confirm whether installation can proceed.If the area is already covered by the ICONNET network, the process continues. If not, the customer's data is recorded as a potential lead for future service expansion and re-contacted when network installation in the area is completed.

6. Order Submission and Coordination with Installation Team

    Once the customer agrees to subscribe, their order is submitted through the order Control Management (OCM) system. This system forwards the customer's data to the technical team, who will then schedule and execute the service installation. The Telecollection team monitors the order's progress and stays in touch with the customer to ensure a smooth installation process.

7. Follow-Up Process

    For customers who are still undecided or request to be contacted later, the Telecollection team schedules follow-up calls. These follow-ups are recorded in the CRM system with reminder dates and notes on the customer's concerns or objections. The follow-up process is essential to maintain customer interest and convert undecided prospects into subscribers.

8. Reporting and Documentation

At the end of each workday, every Telecollection agent prepares a Daily Activity Report detailing the following:

a. Number of calls made.

b. Number of interested leads generated.

c. Total follow-up activities conducted.

d. Customer complaints or issues encountered.

These reports are submitted to the Telecollection Supervisor and compiled into a Weekly Recap Report, which is used in the weekly performance review meetings.

9. Weekly Coordination and Continuous Improvement

The Telecollection team participates in regular weekly coordination meetings, led by the Head of Marketing & Sales, Mr. Danu Narendro. These meetings discuss the achievement of sales targets, challenges in the telecollection process, and opportunities for improvement.

The team also receives regular training to enhance their communication skills, product knowledge, and mastery of the systems used (iCRM+, MapSource, and OCM). Continuous improvement is a core part of the Telecollection workflow to adapt to market trends and customer behavior changes.
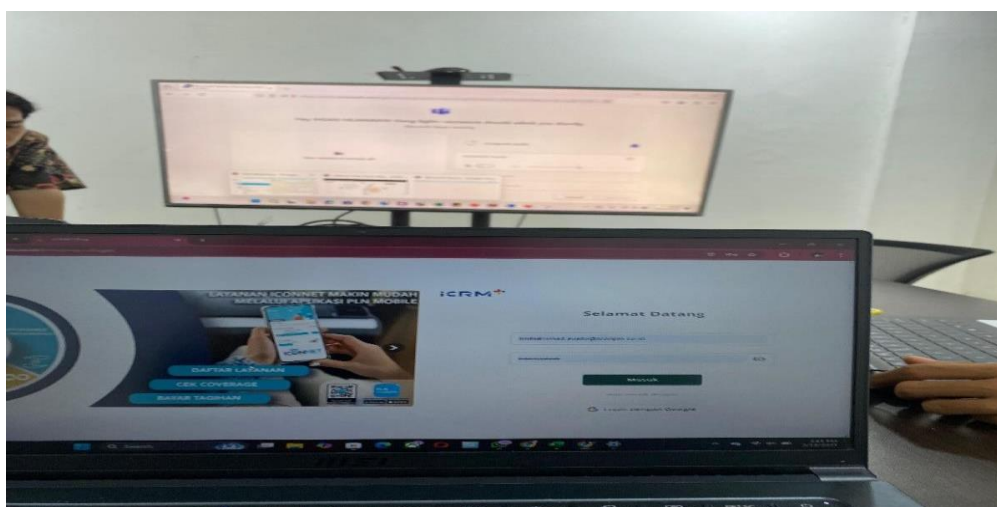
Figure 3.4 Weekly Coordination and Continuous Improvement
Source : Process data, 2025

10. Supporting the Company's Sales Targets

All of these work processes play an essential role in supporting PLN Icon Plus Regional Sumbagteng's broader mission to expand the penetration of ICONNET services throughout the Central Sumatra region. By serving as the front line in direct customer communication, telecollection activities do more than just follow up on existing data—they actively contribute to building trust and engagement with both potential and existing customers.

Through systematic data input, mass blasting, targeted calls, and consistent follow-up, the telecollection process helps convert interest into actual service activations. This directly boosts the company's sales figures while also enhancing overall customer satisfaction and retention rates. Ultimately, these coordinated efforts between telecollection, winback, and retention strategies ensure that PLN Icon Plus can achieve its sales targets, strengthen its market presence, and fulfill its strategic objective of becoming a leading internet service provider in the Central Sumatra region.

3.3 Place of Apprenticeship

3.3.1 Place of Apprenticeship

Carried out practical work activities at PT PLN Icon Plus Pekanbaru, located on Jl. Soekarno Hatta No. 86, Pekanbaru City, Riau. Interns were placed in the Telecollection Division, which is part of the Sales and Marketing Department.

Figure 3.5 PLN Icon Plus Pekanbaru
Source : Process data, 2025

3.3.2   Schedule or Time of Apprenticeship

This Apprenticeship activity is carried out at PLN Icon Plus Pekanbaru From February 3 to June 6, 2025. During Apprenticeship the Author is placed in Sales and Marketing.

3.4   Daily Activities of Apprenticeship

The following section presents the daily activities conducted during the apprenticeship. These activities describe the tasks, responsibilities, and experiences carried out each day to support the learning process and skill development.

Table 3.2 Daily Activity from February 3, 2025 to February 7, 2025

Date	Activity Description	Location
3 Feb 2025	Initial coordination with the company to confirm internship activities and task placement.	PLN Icon Plus - Main Office
4 Feb 2025	Attending the introduction session on the company organizational structure and all related divisionstaff.	PLN Icon Plus - HRD
5 Feb 2025	Distribution of internship tasks and explanation of company regulations and work ethics.	PLN Icon Plus - HRD
6 Feb 2025	Observing the use of internal company applications and the marketing work system.	Marketing Division
7 Feb 2025	Starting to work on the first task related to managing company asset data.	Asset Division

Source: Processed Data, 2025

Table 3.2 The internship started with an introduction phase, which included coordinating with the company regarding scope and placement, attending orientation to learn about the organizational structure and staff, as well as understanding company regulations and work ethics.

Table 3.3 Daily Activity from February 10, 2025 to February 14, 2025

Date	Activity Description	Location
10 Feb 2025	Verifying asset data that has been activated with the Asset Activation division.	Asset Division
12 Feb 2025	Delivering PLTS hearing request letters to several partner companies.	Field - Pekanbaru
13 Feb 2025	Attending socialization of the use of ICRM+ application by partners for asset monitoring.	Asset Division
14 Feb 2025	Attending Zoom meeting with PLN partners regarding asset activation project discussion.	Meeting Room / Online

Source: Processed Data, 2025

Table 3.3 During the second week, the focus shifted to practical field and data verification tasks. The intern helped verify asset data already activated by the Asset Activation division, and also delivered PLTS hearing request letters to several partner companies, providing exposure to external coordination

Table 3.4 Daily Activity from February 17, 2025 to February 22, 2025

Date	Activity Description	Location
17 Feb 2025	Continuing data collection activities and supervising asset activation directly in the field.	Asset Division / Field
18 Feb 2025	Working with the activation team to process supporting data for asset activation.	Asset Division
19 Feb 2025	Editing fiber optic seminar certificates for HES documentation purposes.	Administration
20 Feb 2025	Checking and validating data in the SIMONAS application system.	Office
21 Feb 2025	Learning and exploring functions in the Map Source application.	Office

Source: Processed Data, 2025

Table 3.4 In the third week, the intern combined field supervision with administrative tasks, including asset data collection, on-site activation, and SIMONAS record validation. The intern also supported documentation, edited seminar certificates, and explored Map Source for spatial data analysis.

Table 3.5 Daily Activity from February 24, 2025 to February 28, 2025

Date	Activity Description	Location
24 Feb 2025	Creating graphic reports on the results of BPKAD financial monitoring and regional assets.	Office
25 Feb 2025	Pulling financial chart data from BPKAD sources for reporting purposes.	Office
26 Feb 2025	SICK LEAVE	
27 Feb 2025	Analyzing the IPVPN graph of BPKAD Pekanbaru City for data presentation development.	Office
28 Feb 2025	Comprehensive introduction to the marketing division and its Workflow.	Marketing Division

Source: Processed Data, 2025

Table 3.5 This week focused on analytical tasks, including creating financial monitoring reports from BPKAD data and analyzing IPVPN data for presentations. Despite one sick day, the week ended with an introduction to the marketing division and its role in supporting PLN Icon Plus.

Table 3.6 Daily Activity from March 3, 2025 to March 7, 2025

No.	Date	Activity Description	Location
1	3 Mar 2025	Starting to implement the official job desk in the marketing division.	Marketing Division
2	4 Mar 2025	Inputting customer telecollection data into the ICRM+ system.	Marketing Division
3	5 Mar 2025	Inputting old customer winback data for reactivation through ICRM+.	Marketing Division
4	6 Mar 2025	Inputting and updating customer retention data in ICRM+.	Marketing Division
5	7 Mar 2025	Making calls to PLN Icon Plus customers for service offerings.	Marketing Division

Source: Processed Data, 2025

Table 3.6 In this phase of the internship, the intern began taking on official responsibilities within the marketing division. Tasks included managing customer data in the ICRM+ system and conducting outbound calls to support service promotion and customer engagement..

Table 3.7 Daily Activity from March 10, 2025 to March 15, 2025

No.	Date	Activity Description	Location
1	10 Mar 2025	Blasting telecollection category customer data through the system.	Marketing Division
2	11 Mar 2025	Blasting winback customer data through the ICRM system platform for reactivation.	Marketing Division
3	12 Mar 2025	Blasting retention category customer data for follow-up service offers.	Marketing Division
4	13 Mar 2025	Conducting follow-up calls to telecollection category customers.	Marketing Division
5	14 Mar 2025	Making retention customer calls to maintain service usage.	Marketing Division

Source: Processed Data, 2025

Table 3.7 The intern supported digital marketing and customer follow-up by blasting data to telecollection, winback, and retention customers. These efforts were reinforced with follow-up calls to ensure messages were received and responses or data updates were handled.

Table 3.8 Daily Activity from March 17, 2025 to March 21, 2025

No.	Date	Activity Description	Location
1	17 Mar 2025	SICK LEAVE	
2	18 Mar 2025	Contacting telecollection category customers to validate service data.	Marketing Division
3	19 Mar 2025	Contacting retention customers and recording the communication results in the ICRM system.	Marketing Division
4	20 Mar 2025	blasting winback category customer data.	Marketing Division
5	21 Mar 2025	Continuing the blast process of winback customer data that has not yet been reached.	Marketing Division

Source: Processed Data, 2025

Table 3.8 Despite one sick day, the week remained productive with on going calls to telecollection and retention customers, ICRM documentation, and assisting with mass data blasts to reach uncontacted winback customers, reflecting consistent outreach efforts.

Table 3.9 Daily Activity from March 24, 2025 to March 27, 2025

No.	Day and Time	Activity Description	Venue
1	Monday, March 24, 2025	Blasting winback customer data through the ICRM system platform for reactivation.	WFH
2	Tuesday, March 25, 2025	Blasting winback customer data through the ICRM system platform for reactivation.	WFH
3	Wednesday, March 26, 2025	Blasting telecollection category customer data through the system.	WFH
4	Thursday, March 27, 2025	Blasting telecollection category customer data through the system.	WFH

Source: Processed Data, 2025

Table 3.9 During this period, tasks were carried out remotely, focusing on blasting winback and telecollection data. This demonstrated the team's adaptability to remote work while ensuring marketing activities remained

productive, consistent, and aligned with the company's outreach targets despite the physical work limitations.

Table 3.10 Daily Activity from April 14, 2025 to April 18, 2025

No.	Day and Time	Activity Description	Venue
1	Monday, April 14, 2025	Inputting customer telecollection data into the ICRM+ system	Marketing Division
2	Tuesday, April 15, 2025	Inputting old customer winback data for reactivation through ICRM+.	Marketing Division
3	Wednesday, April 16, 2025	Making calls to PLN Icon Plus customers for service offerings.	Marketing Division
4	Thursday, April 17, 2025	Inputting customer telecollection data into the ICRM+ system.	Marketing Division
5	Friday, April 18, 2025	Holiday (Ascension of Jesus Christ)	

Source: Processed Data, 2025

Table 3.10 In this week, the intern returned to tasks such as inputting telecollection and winback data into the ICRM+ system, and making calls to promote ICONNET services. Tasks also included daily reporting and document updates, ensuring that data records remained current and accurate.

Table 3.11 Daily Activity from April 21 to April 25

No.	Day and Time	Activity Description	Venue
1	Monday, April 21,2025	Blasting telecollection category customer data through the system.	Marketing Division
2	Tuesday, April 22,2025	Blasting telecollection category customer data through the system.	Marketing Division
3	Wednesday, April23, 2025	Contacting telecollection category customers to validate service data.	Marketing Division
4	Thursday, April 24, 2025	SICK LEAVE	
5	Friday, April 25, 2025	Contacting telecollection category customers to validate service data.	Marketing Division

Source: Processed Data, 2025

Table 3.11 Activities involved blasting telecollection customer data, contacting customers to validate data and maintain engagement, and updating CRM records. Despite taking a sick leave day, the intern focused on documenting activities, translating documents as needed, and supporting the marketing division's operational needs.

Table 3.12 Daily Activity from April 28, 2025 to May 2, 2025

No.	Day and Time	Activity Description	Venue
1	Monday, April 28, 2025	Inputting customer telecollection data into the ICRM+ system	Marketing Division
2	Tuesday, April 29, 2025	Inputting old customer winback data for reactivation through ICRM+.	Marketing Division
3	Wednesday, April 30, 2025	Making calls to PLN Icon Plus customers for service offerings.	Marketing Division
4	Thursday, May 01, 2025	Holiday (International Labor Day)	
5	Friday, May 02, 2025	Blasting telecollection category customer data through the system.	Marketing Division

Source: Processed Data, 2025

Table 3.12 The main focus this week was inputting telecollection and winback data into the ICRM+ system, calling customers to promote services, and blasting data to keep communication active. The intern also contributed by translating documents and updating daily work reports.

Table 3.13 Daily Activity from May 5 to May 9

No.	Day and Time	Activity Description	Venue
1	Monday, May 05, 2025	Inputting old customer winback data for reactivation through ICRM+.	Marketing Division
2	Tuesday, May 06, 2025	Inputting old customer winback data for reactivation through ICRM+.	Marketing Division
3	Wednesday, May 07, 2025	Making calls to PLN Icon Plus customers winback for service offerings.	Marketing Division
4	Thursday, May 08, 2025	Making calls to PLN Icon Plus customers winback for service offerings.	Marketing Division
5	Friday, May 09, 2025	Making calls to PLN Icon Plus customers winback for service offerings.	Marketing Division

Source: Processed Data, 2025

Table 3.13 This week's activities centered on inputting winback data, making follow-up calls to previous customers for potential reactivation, and documenting customer responses. Other tasks included preparing administrative reports and translating or formatting supporting documents.

Table 3.14 Daily Activity from May 14 to May 16

No.	Day and Time	Activity Description	Venue
1	Tuesday, May 14, 2025	Making calls to PLN Icon Plus customers Retensi for service offerings.	Marketing Division
2	Wednesday, May 15, 2025	Making calls to PLN Icon Plus customers retensi for service offerings.	Marketing Division
3	Thursday, May 16, 2025	Making calls to PLN Icon Plus customers retensi for service offerings.	Marketing Division

Source: Processed Data, 2025

Table 3.14 Activities focused on making retention calls to existing customers to maintain service continuity and encourage loyalty. Tasks also included administrative documentation, collecting data in Excel and Word, and supporting the division with tasks such as preparing safety signs.

Table 3.15 Daily Activity from May 19 to May 23

No.	Day and Time	Activity Description	Venue
1	Monday, May 19, 2025	Blasting retention category customer data through the system.	Marketing Division
2	Tuesday, May 20, 2025	Blasting retention category customer data through the system.	Marketing Division
3	Wednesday, May 21, 2025	Blasting retention category customer data through the system.	Marketing Division
4	Thursday, May 22, 2025	Blasting retention category customer data through the system.	Marketing Division
5	Friday, May 23, 2025	Blasting retention category customer data through the system.	Marketing Division

Source: Processed Data, 2025

Table 3.15 This week involved a comprehensive mass data blasting campaign targeting customers in the retention category. The main goal was to maintain engagement, encourage continued use of ICONNET services, and reduce the risk of customer churn through consistent follow-ups and promotional reminders via the iCRM+ system.

Table 3.16 Daily Activity from 26 may to may 28

No	Day and Time	Activity Description	Venue
1	Monday, May 26, 2025	Blasting winback category customer data through the system.	Marketing Division
2	Tuesday, May 27, 2025	Blasting winback category customer data through the system.	Marketing Division
3	May 28, 2025	Permissions	

Source: Processed Data, 2025

Table 3.16   This week primarily focused on blasting winback customer data through the system and handling related documentation. The intern contributed by ensuring data accuracy, maintaining up-to-date records, and organizing administrative files to support the smooth execution of telemarketing activities.

Table 3.17 Daily Activity from June 2 to June 5, 2025

No	Day and Time	Activity Description	Venue
1	Monday, June 2,2025	Making calls to PLN Icon Plus customers telecollection for service offerings.	Marketing Division
2	Tuesday, June 3,2025	Making calls to PLN Icon Plus customers telecollection for service offerings.	Marketing Division
3	Wednesday, June 4,2025	Making calls to PLN Icon Plus customers telecollection for service offerings.	Marketing Division
4	Thursday, June 5,2025	closing (farewell to interns with company people)	PLN ICON PLUS

Source: Processed Data, 2025

Table 3.17 As the internship period neared its end, activities included calling telecollection customers to offer services, finalizing daily reports, and compiling work documentation. The week concluded with a farewell event organized by the company for interns.

3.5   Obstacle and Solution

Throughout the internship, several challenges emerged that impacted task performance and learning outcomes. These obstacles are outlined as follows:

1.   Difficulty in Learning New Systems and Applications

At the beginning of the internship, understanding and operating digital tools like iCRM+ and MapSource was challenging, as these platforms were unfamiliar. Adapting which eventually helped improve digital and problem- solving skills.

30

2. Differences Between Academic Theory and Field Practice

Some tasks assigned did not fully match the academic background or theories learned in class, which initially made adaptation to real workflows moredifficult.

3. Service Coverage Constraints

While contacting customers in the telecollection process, there were cases where the offered services (such as ICONNET) were not yet available in the customer's area, leading to cancellations or delays.

4. Data Validation Challenges

Customer data retrieved from the CRM system sometimes needed to be double checked, and inconsistencies or outdated contact details made follow up processes less efficient.

5. Communication Barriers with Customers

In some cases, customers responded to telemarketing calls with low interest or rejection, indicating the need for stronger persuasion and more effective communication skills to improve engagement and conversion.

To overcome these obstacles, the author applied several solutions, including:

1. Self-Learning and Adaptation

Actively asking questions to supervisors and colleagues, attending briefings and training sessions, and putting effort into learning real workflows to understand new systems and applications more quickly.

2. Maximizing Use of Systems and Tools

Verifying service availability through MapSource and the CRM system before contacting customers, which helped reduce the risk of rejection due to limited service coverage.

3. Regular Data Checking and Updates

Making it a habit to double-check customer contact details and promptly correct

invalid or outdated data to ensure faster and more accurate follow-ups. This practice not only ensures faster and more accurate follow-ups but also minimizes communication errors, enhances customer satisfaction, and supports the overall efficiency and reliability of the company's customer relationship management process.

4. Developing Communication Skills
    Practicing with standard call scripts and learning persuasive communication techniques from more experienced colleagues, which improved confidence and professionalism in customer calls.

5. Adapting to the Work Environment
    Quickly adapting to the company's work culture was essential, and this was achieved by actively participating in daily briefings. These sessions provided valuable insights into team targets, operational procedures, and workplace standards, enabling better alignment with the company's expectations.

CHAPTER IV
CONCLUSSION AND SUGGESTION

4.1   Conclusion

his conclusion is presented to summarize the overall results and experiences gained during the internship at PLN Icon Plus Pekanbaru, conducted from February 3 to June 6, 2025. It reflects the author's understanding of the workplace environment, job responsibilities, systems and procedures, as well as the challenges faced and the solutions applied throughout the internship.

1. The apprenticeship provided a deeper understanding of the job descriptions in the Telecollection Division of PLN Icon Plus Pekanbaru. Students not only learned about responsibilities from a theoretical perspective but also directly observed how these tasks were carried out by employees. This experience offered a real insight into task distribution, workflow, and individual responsibilities, allowing students to clearly distinguish between academic knowledge and actual work practices.

2. Through active involvement in division activities, students gained valuable knowledge about the systems and procedures applied within PLN Icon Plus. This included learning about data processing methods, staff coordination mechanisms, standardized procedures, and the importance of discipline in adhering to company rules and work ethics. Such experience highlighted that successful performance relies not only on technical ability but also on consistently following established operational standards.

3. The internship also trained students to adapt to the company's professional work environment in terms of time and place. They learned to adjust to the company's working hours, comply with discipline and punctuality, and become familiar with a workplace culture that demands responsibility and efficiency. This adaptation process fostered professional habits that will be essential when entering the real-world job market.

4. Daily activities such as assisting with documentation, verifying data, and supporting division operations provided practical learning opportunities. These experiences enhanced not only technical competencies but also essential soft skills such as effective communication, teamwork, and time management. Together, these skills serve as a strong foundation for developing comprehensive professional competence.

5. Throughout the apprenticeship, students encountered several challenges, including difficulties in understanding new systems, time limitations in completing assignments, and the need to adjust to a different work environment compared to academic settings. However, with guidance from supervisors and self-adaptation, these obstacles were effectively overcome. This process strengthened problem-solving skills, improved performance in task completion, and built confidence to face future professional challenges.

4.2 Suggestions

Based on the insights gained during the internship, the author would like to present several suggestions addressed to different stakeholders to support future improvements:

1. Students who will undertake their apprenticeship at PLN Icon Plus Pekanbaru, particularly in the Telecollection Division, are encouraged to prepare themselves by enhancing both hard and soft skills. They should be proactive, responsible, and willing to learn especially by asking questions and taking notes when instructions or systems are unclear. Familiarity with CRM systems and professional communication is also highly recommended.

2. The State Polytechnic of Bengkalis is expected to strengthen its partnership with PLN Icon Plus Pekanbaru to ensure better access to internship opportunities. It is also advisable to provide pre-internship training related to industry-standard systems and to enforce appropriate academic discipline if students violate internship guidelines.

3.   PLN Icon Plus is encouraged to offer clear orientation or training at the beginning of the internship, particularly on internal systems like iCRM+ and MapSource. Providing constructive feedback and consistent mentoring can significantly enhance student learning. Continued collaboration with the campus will help improve the quality and effectiveness of future internship programs for both parties.

The author hopes this report, along with these suggestions, can contribute positively to the development of internship programs, improve the experience for future students, and provide meaningful input for both the educational institution and the partner company.

4.   It is also important for interns to focus on developing not only technical skills but also soft skills such as communication, teamwork, problem-solving, and time management. These competencies are highly valuable in professional environments and will greatly influence their future careers. By actively engaging with supervisors, colleagues, and team projects, interns will gain practical experience in applying these soft skills in real workplace situations.

5.   Finally, it is suggested that the apprenticeship program continues to act as a bridge between academic knowledge and practical application. By maintaining close collaboration between the company and educational institutions, future apprenticeships can provide mutual benefits: students will gain valuable real-world experience, while companies will receive contributions from motivated young talents who bring fresh ideas and perspectives. Strengthening this synergy will ensure that apprenticeship programs remain relevant, impactful, and sustainable for the long term.

REFERENCES

Buttle, F., & Maklan, S. (2023). *Customer Relationship Management: Concepts and Technologies* (4th ed.). Routledge.

PLN Icon Plus. (2024). Company Profile PLN Icon Plus Pekanbaru. Pekanbaru: *Internal Publication.* https://plniconplus.co.id/

Politeknik Negeri Bengkalis. Accessed on June 10 2025. From: https://www.polbeng.ac.id/

APPENDICES

Appendix 1 : Application letter of Apprenticeship

KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET, DAN TEKNOLOGI

POLITEKNIK NEGERI BENGKALIS

Jalan Bathin Alam, Sungai Alam, Bengkalis, Riau 28711
Telepon: (+62766) 24566, Fax: (+62766) 800 1000
Laman: http://www.polbeng.ac.id, E-mail: polbeng@polbeng.ac.id

Nomor : 5820PL31/TU/2024   Bengkalis, 18 November 2024
Hal   : **Permohonan Kerja Praktek (KP)**

Yth. Pimpinan PT. PLN Icon Plus Pekanbaru
Jln. Soekarno-Hatta,Sidomulyo Tim., Kec. Marpoyan Damai, Kota Pekanbaru

Dengan hormat,

Sehubungan akan dilaksanakannya Kerja Praktek untuk mahasiswa Politeknik Negeri Bengkalis yang bertujuan untuk meningkatkan pengetahuan & keterampilan mahasiswa melalui keterlibatan secara langsung dalam berbagai kegiatan di Perusahaan, maka kami mengharapkan kesediaan dan kerjasamanya untuk dapat menerima mahasiswa kami guna melaksanakan Kerja Praktek di PT. PLN Icon Plus Pekanbaru yang Bapak/Ibu pimpin. Pelaksanaan Kerja Praktek mahasiswa Politeknik Negeri Bengkalis akan dimulai pada bulan 03 Februari s/d 06 Juni 2025, adapun nama mahasiswa sebagai berikut:

No	Nama	Nim	Prodi
1	Aulia	5404211432	D4 Administrasi Bisnis Internasional
2	Putri Sinta Agustin	5404211429	D4 Administrasi Bisnis Internasional
3	Andrew Lesmana	5404211441	D4 Administrasi Bisnis Internasional
4	Harry Setiawan	5404211402	D4 Administrasi Bisnis Internasional

Kami sangat mengharapkan informasi lebih lanjut dari Bapak/Ibu melalui balasan surat atau menghubungi contact person dalam waktu dekat.

Demikian permohonan ini disampaikan, atas perhatian dan kerjasamanya kami ucapkan terima kasih.

a.n Direktur
Wakil Direktur III

Marhadi Sastra, S.T., M.Sc.
NIP.198903142015041001

Contact Person:
M.Alkadri Perdana,B.IT.,M.Sc (0812 7648 4321)

Dipindai dengan CamScanner

Appendix 2 : Reply letter of approval for Apprenticeship from PLN ICON PLUS

PLN
Icon Plus

KANTOR PUSAT

Pekanbaru, 30 Januari 2025

Nomor   : 10455/01/SUMBAGTENG/PLNIconPlus/2025
Lampiran   : -
Perihal   : Balasan Izin PKL

Kepada Yth.
Politeknik Negeri Bengkalis

Dengan hormat,
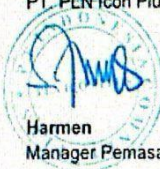
Sehubungan dengan surat Permohonan Izin Praktek Kerja lapangan nomor 5820/PL31/TU/2024 tanggal 18 November 2024 perihal Permohonan Kerja Praktek (KP) selama 5 (Lima) bulan terhitung tanggal 03 Februari s.d 06 Juni 2025 dengan rincian sebagai berikut:

No	Nama	NIM	Prodi
1	Aulia	5404211432	D4 Administrasi Bisnis Internasional
2	Andrew Lesmana	5404211441	D4 Administrasi Bisnis Internasional
3	Harry Setiawan	5404211402	D4 Administrasi Bisnis Internasional

Bersama ini kami sampaikan bahwa siswa tersebut di atas dapat kami terima untuk melaksanakan KP di PT INDONESIA COMNETS PLUS mulai dari 03 Februari s.d 06 Juni 2025

Demikian surat ini kami sampaikan, atas perhatiannya kami ucapkan terima kasih.kami ucapkan terima kasih.

Hormat Kami
PT. PLN Icon Plus

Harmen
Manager Pemasaran dan Penjualan SBU SUMBAGTENG

Appendix 3 : Certificate of having carried out Apprenticeship

Appendix 4 : Partical Work Certificate

PLN
Icon Plus

SURAT KETERANGAN
No. 0465.SKt/STH.01.04/IC010112/2025

Yang bertanda tangan di bawah ini menerangkan bahwa :

Nama	: Aulia
Tempat/ Tgl. Lahir	: Duri,13 juli 2002
Alamat	: Jl.Tegal Sari km4 Duri, kecamatan bathin
	solapan kabupaten Bengkalis.Riau.

Telah melakukan Kerja Praktek pada perusahaan kami, PT. Indonesia Comnets Plus sejak tanggal 03 Februari 2025 sampai dengan 06 Juni 2025 sebagai tenaga Kerja Praktek (KP)

Selama bekerja di perusahaan kami, yang bersangkutan telah menunjukkan ketekunan dan kesungguhan bekerja dengan baik.

Surat keterangan ini diberikan untuk dipergunakan sebagaimana mestinya.

Demikian agar yang berkepentingan maklum.

Pekanbaru, 14 Juli 2025

Danu Narendro
Team Leader Pemasaran dan Penjualan Retail
SUMBAGTENG

PLN Icon Plus
SBU Regional
Sumatera Bagian Tengah
Jalan Soekarno Hatta, Komp Griya
Satitri No 4-5 Marpoyan Damai,
Pekanbaru

T 0751 8100 12
F 0751 346 56
E humas@iconpin.co.id
plniconplus.co.id

Appendix 5 : Apprenticeship assessment sheet

SHEET EVALUATION OF IMPLEMENTATION OF JOB TRAINING

Name   : Aulia
Student's Identity No.   : 5404211432
Title of the Job Training : Collection

NO	EVALUATION ASPECTS	SCORE NUMBER
A	Field Work (30 %)	95
B	Coaching(50 %)	
1	Motivation	90
2	Disciplin	95
3	Critical Attitude and Creativity	93
	Average Scores = (B1+B2+B3)/3	91
C	Report (20%)	
1	Substance	90
2	Writing Order	90
	Average Report Score = (C1+C2)/2	90
	Implementation Evaluation Score JobTraining= 0,3A + 0,5B + 0,2C	92

Notes :

A	= 81 – 100
AB	= 71 – 80
B	= 66 – 70
BC	= 61 – 65
C	= 56 – 60
D	= 41 – 55
E	= 0 – 40
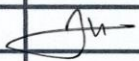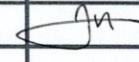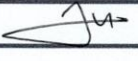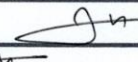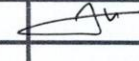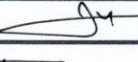
Pekanbaru, June 5th 2025
Coach
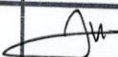
Dede Nofialdi

Appendix 6 : List of Attendance for Apprenticeship activities
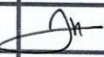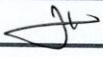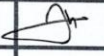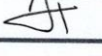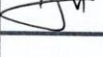
ABSEN HARIAN
KERJA PRAKTEK

Nama Mahasiswa   : AULIA
NIM   : 5404211432
Tempat Kerja Praktek   : PT INDONESIA COMNET PLUS (ICONNET)

No	Tanggal	Tanda Tangan Mahasiswa	Tanda Tangan Pembimbing	Ket
1	06 Februari 2025			H
2	07 Februari 2025			H
3	08 Februari 2025			-
4	09 Februari 2025			-
5	10 Februari 2025			H
6	11 Februari 2025			H
7	12 Februari 2025			H
8	13 Februari 2025			H
9	14 Februari 2025			H
10	15 Februari 2025			-
11	16 Februari 2025			-
12	17 Februari 2025			H
13	18 Februari 2025			H
14	19 Februari 2025			H
15	20 Februari 2025			H
16	21 Februari 2025			H
17	22 Februari 2025			-
18	23 Februari 2025			-
19	24 Februari 2025			H
20	25 Februari 2025			H
21	26 Februari 2025			H
22	27 Februari 2025			H
23	28 Februari 2025			H

ABSEN HARIAN
KERJA PRAKTEK

Nama Mahasiswa : AULIA
NIM : 5404211432
Tempat Kerja Praktek : PT INDONESIA COMNET PLUS (ICONNET)

No	Tanggal	Tanda Tangan Mahasiswa	Tanda Tangan Pembimbing	Ket
1	01 Maret 2025			-
2	02 Maret 2025			H
3	03 Maret 2025			H
4	04 Maret 2025			H
5	05 Maret 2025			H
6	06 Maret 2025			H
7	07 Maret 2025			H
8	08 Maret 2025			-
9	09 Maret 2025			-
10	10 Maret 2025			H
11	11 Maret 2025			H
12	12 Maret 2025			H
13	13 Maret 2025			H
14	14 Maret 2025			H
15	15 Maret 2025			-
16	16 Maret 2025			-
17	17 Maret 2025			H
18	18 Maret 2025			H
19	19 Maret 2025			H
20	20 Maret 2025			H
21	21 Maret 2025			H
22	22 Maret 2025			-

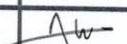| 23	23 Maret 2025			-
24	24 Maret 2025			WFH
25	25 Maret 2025			WFH
26	26 Maret 2025			WFH
27	27 Maret 2025			WFH
28	28 Maret 2025			WFH
29	29 Maret 2025			-
30	30 Maret 2025			-
31	31 Maret 2025			-

Pekanbaru, 31 Maret 2025
Pembimbing

DEDE NOFIALDI
NIP 97220748ICN
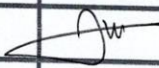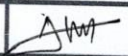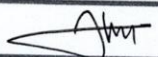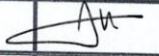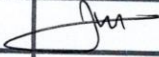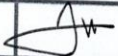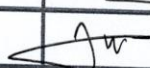
ABSEN HARIAN
KERJA PRAKTEK

Nama Mahasiswa   : AULIA
NIM   : 5404211432
Tempat Kerja Praktek : PT INDONESIA COMNET PLUS (ICONNET)

No	Tanggal	Tanda Tangan Mahasiswa	Tanda Tangan Pembimbing	Ket
1	01 April 2025			-
2	02 April 2025			-
3	03 April 2025			-
4	04 April 2025			-
5	05 April 2025			-
6	06 April 2025			-
7	07 April 2025			-
8	08 April 2025			H
9	09 April 2025			H
10	10 April 2025			H
11	11 April 2025			H
12	12 April 2025			-
13	13 April 2025			-
14	14 April 2025			H
15	15 April 2025			H
16	16 April 2025			H
17	17 April 2025			H
18	18 April 2025			-
19	19 April 2025			-
20	20 April 2025			-
21	21 April 2025			H
22	22 April 2025			H

23	23 April 2025			H
24	24 April 2025			H
25	25 April 2025			H
26	26 April 2025			-
27	27 April 2025			-
28	28 April 2025			H
29	29 April 2025			H
30	30 April 2025			H
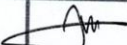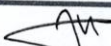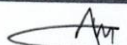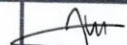
Pekanbaru, 30 April 2025
Pembimbing

DEDE NOFIALDI
NIP 97220748ICN

ABSEN HARIAN
KERJA PRAKTEK

Nama Mahasiswa : AULIA
NIM : 5404211432
Tempat Kerja Praktek : PT INDONESIA COMNET PLUS (ICONNET)

No	Tanggal	Tanda Tangan Mahasiswa	Tanda Tangan Pembimbing	Ket
1	01 Mei 2025			-
2	02 Mei 2025			WFH
3	03 Mei 2025			-
4	04 Mei 2025			-
5	05 Mei 2025			H
6	06 Mei 2025			H
7	07 Mei 2025			H
8	08 Mei 2025			H
9	09 Mei 2025			H
10	10 Mei 2025			-
11	11 Mei 2025			-
12	12 Mei 2025			-
13	13 Mei 2025			-
14	14 Mei 2025			S
15	15 Mei 2025			H
16	16 Mei 2025			H
17	17 Mei 2025			-
18	18 Mei 2025			-
19	19 Mei 2025			H
20	20 Mei 2025			H
21	21 Mei 2025			H
22	22 Mei 2025			H

23	23 Mei 2025			H
24	24 Mei 2025			-
25	25 Mei 2025			-
26	26 Mei 2025			H
27	27 Mei 2025			H
28	28 Mei 2025			i
29	29 Mei 2025			-
30	30 Mei 2025			-
31	31 Mei 2025			-

Pekanbaru, 31 Mei 2025
Pembimbing

DEDE NOFIALDI
NIP 97220748ICN
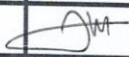
ABSEN HARIAN
KERJA PRAKTEK

Nama Mahasiswa : AULIA

NIM : 5404211432

Tempat Kerja Praktek : PT INDONESIA COMNET PLUS (ICONNET)

No	Tanggal	Tanda Tangan Mahasiswa	Tanda Tangan Pembimbing	Ket
1	01 Juni 2025			-
2	02 Juni 2025			H
3	03 Juni 2025			H
4	04 Juni 2025			H
5	05 Juni 2025			H
6	06 Juni 2025			H

Pekanbaru, 6 Juni 2025
Pembimbing

DEDE NOFIALDI
NIP 97220748ICN

Appendix 7 : Daily Activities of the Job Training

DAILY ACTIVITIES OF THE JOB TRAINING

Day   : Monday – Friday

Date   : February 3th to February 7th

No	Working	Explenation
		In the first week, the author coordinated with PLN Icon Plus to finalize the internship schedule and placement, attended a detailed introduction session about the company's organizational structure, and observed internal systems and applications used in daily work. The author also began initial tasks related to asset data management, setting a foundation for upcoming activities.

Day   : Monday – Friday

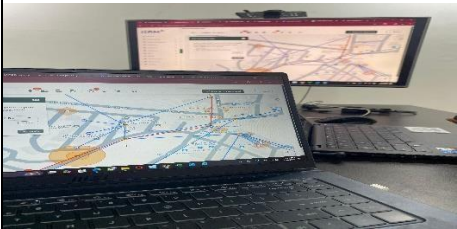Date   : February 10th to February 14th

No	Working	Explenation
		The author actively participated in verifying asset data that had been activated, delivered PLTS hearing request letters directly to partner companies as part of field assignments, and attended a socialization session about using the ICRM+ application to monitor assets effectively.

DAILY ACTIVITIES OF THE JOB TRAINING

Day   : Monday – Friday

Date   : February 17th to February 21th

No	Working	Explenation
		During this week, the author continued data collection and directly supervised asset activation in the field to gain practical understanding. The author also collaborated with the activation team to process supporting data and explored the Map Source application to learn about spatial data visualization.

Day   : Monday – Friday

Date   : February 24th to February 28th

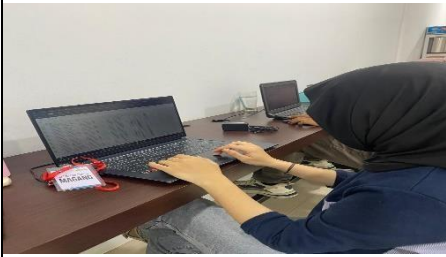| No	Working	Explenation
		The author worked on creating financial monitoring reports using data from BPKAD, analyzed IPVPN charts relevant to Pekanbaru City for reporting purposes, and ended the week by learning about the marketing division's workflow and its strategic role in company operations.

Day   : Monday – Friday

Date   : March 3th to March 7th

No	Working	Explenation
		This week, the author officially joined the marketing division and carried out main tasks, including inputting telecollection, winback, and retention customer data into the ICRM+ system, followed by making customer calls to offer ICONNET services and maintain engagement.

DAILY ACTIVITIES OF THE JOB TRAINING

Day   : Monday – Friday

Date   : March 10th to March 14 th

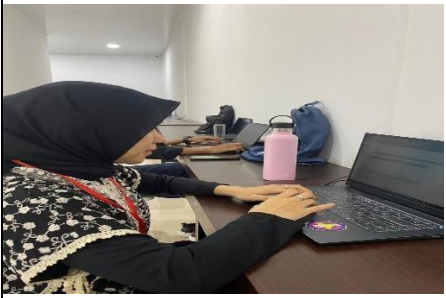| No	Working	Explenation
		The author supported digital marketing strategies by blasting large sets of telecollection, winback, and retention customer data through the CRM system, combined with direct follow-up calls to encourage positive customer responses and improve service continuity.

Day   : Monday – Friday

Date   : March 17th to March 21th

No	Working	Explenation
		Despite taking one day of sick leave, the author continued contacting telecollection and retention customers, updated CRM records to keep data accurate, and completed mass blasts of winback data to reach previously inactive customers.

Day   : Monday – Thursday

Date   : March 24th to March 27th

No	Working	Explenation
		The author adapted to remote work arrangements by focusing on blasting winback and telecollection customer data from home, ensuring marketing efforts continued smoothly despite not being physically present in the office.

DAILY ACTIVITIES OF THE JOB TRAINING

Day   : Monday – Friday

Date   : April 14th to April 18th

No	Working	Explenation
		The author returned to office-based tasks, including inputting customer data into the ICRM+ system, making outbound calls offering ICONNET services, and preparing daily activity reports to document work progress.

Day   : Monday – Friday

Date   : 21 Aprilth to April 25th

No	Working	Explenation
		This week, the author continued blasting customer data for telecollection and winback categories, verified contact information through follow-up calls, translated documents when needed, and kept daily and weekly reports updated.

Day   : Monday – Friday
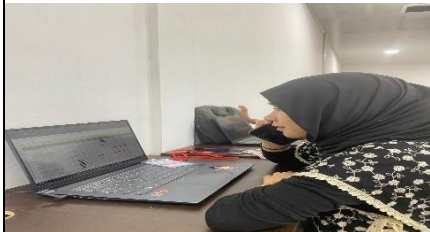
Date   : April 28th to May 2th

No	Working	Explenation
		This week, the author officially joined the marketing division and carried out main tasks, including inputting telecollection, winback, and retention customer data into the ICRM+ system, followed by making customer calls to offer ICONNET services and maintain engagement.

DAILY ACTIVITIES OF THE JOB TRAINING

Day   : Monday – Friday

Date   : May 5th to May 9th

No	Working	Explenation
		The author focused on making retention calls to existing customers to encourage service renewal, gathered and organized administrative data using Excel and Word, and assisted in preparing documents needed for daily operations.

Day   : Monday – Wednesday

Date   : May 14th to May 16th

No	Working	Explenation
		The author contributed by blasting data to retention customers, aiming to maintain loyalty, and helped organize various administrative documents and work permits necessary for the marketing division's activities.

Day   : Monday – Friday

Date   : May 19h to May 23th

No	Working	Explenation
		The author worked on blasting winback customer data to promote reactivation, maintained updated documentation, and organized administrative data to support daily and weekly reporting.

DAILY ACTIVITIES OF THE JOB TRAINING

Day   : Monday – wednesday

Date   : May 26th to May 28th

No	Working	Explenation
		This week included making telecollection calls to reach out to customers, finalizing daily reports documenting all activities, and compiling documentation needed for the final internship report.

Day   : Monday – Wednesday

Date   : June 2th to June 5th

| No	Working	Explenation
		In the final week, the author completed the last round of retention customer calls to help sustain service usage and participated in a farewell event organized by PLN Icon Plus to conclude the internship program.

Appendix 8 : Photo with Marketing Division staff PLN Icon Plus

Appendix 9 : Guidance Consultation Sheet

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

Name   : Aulia
Student Identity No   : 5404211432
Apprenticeship Place : PLN Icon Plus Pekanbaru
Advisor   : Teguh Widodo, M.SM., M.Rech

No	Date and Time	Revision	Advisor Initials
1	21/07 - 2025	Penyusunan Sub bah laporan kp sesuai dengan panduan Penyusunan Laporan kp tha 2024	
2	26/07 - 2025	1. Rumusan tujuan. Pembahasan dan kesimpulan laporan 2. level tingkatan numbering.	
3	09/08 - 2025	1. Kesimpulan disesuaikan dengan rumusan tujuan. 2. Tata letak gambar	
4	4/8 - 2025	- koreksi bagian laporan - nadd add abstrac - Revisi bagian conclusion. Jan together	
5	5/8 - 2025	Acc untuk dibimbing cek diddan.	

Bengkalis   , 2025
Advisor

Teguh Widodo, M.SM., M.Rech
NIP. 197303182021211001

57