

**APPRENTICESHIP REPORT**

**PT. PLN ICON PLUS PEKANBARU  
(TELECOLECTION DEVISION)**

**ANDREW LESMANA  
5404211441**



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

## APPROVAL SHEET

### APPRENTICESHIP REPORT PT. PLN ICON PLUS PEKANBARU (TELECOLECTION DEVISION)

Written as one of the requirement to completed the Apprenticeship

**ANDREW LESMANA**  
**5404211441**

Pekanbaru, June 21<sup>th</sup> 2025




Advisor  
Study Program International Business  
Administration



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

Approved by  
Head of Study Program  
International Business Administration



**Wan Jufita Rafah, B.Sc., M.Ec.Dev**  
**NIP. 198406142018032001**

## **ACKNOWLEDGEMENT**

All praise is due to the presence of Allah SWT who always gives health, both physical and spiritual health, and gives the opportunity to the author to be able to complete the field work practice report. Shalawat and greetings are also always poured out to the Prophet Muhammad SAW, for all the struggles and mandates he has given and will never be lost, which we will always remember.

Field work practice is one of the programs of the Bengkalis State Polytechnic, especially in the Business Administration department, which must be followed by all Bengkalis State Polytechnic students in applying new knowledge and experiences to support the knowledge gained during lectures. In preparing this Field Work Practice report, the involvement of various parties has helped and provided guidance so that the author can complete Field Work Practices and this report as well as possible. In carrying out Field Work Practices and preparing this report, the authors would like to express their deepest gratitude to:

1. Mr. Jhony Custer, ST, MT as Director of Politeknik Negeri Bengkalis.
2. Mr. Romadhoni, S.T., M.T as Deputy Director of Academic Affairs of the Bengkalis State Polytechnic.
3. Mrs. Supriati, S.ST., M.Sc as Head of the Department of Business Administration.
4. Mrs. Wan Junita Raflah, B.Sc., M.Ec.Dev as Head of the International Business Administration Study Program.
5. Mr. M. Alkadri Perdana, B.IT., M.Sc as the Coordinator of the International Business Administration Study Program.
6. Mr. Teguh Widodo, S.sos., M.SM., M.Rech as the Appranticpe supervisor of the International Business Administrasi Study Program.
7. Mrs. Yunelly Asra, M.M as the Academic Letrurer of Semester VIII C of the International Business Administrasi Study Program.
8. All Lecturs and employes of State Polytechnic of Bengkalis who have helped in the lecture process until the preperation of this apprenticeship.
9. Mr. Danu Narendro as General Manager of PT PLN Icon Plus Pekanbaru.

10. Mr. Dede Nofiandy Supervisor during Job Training at Pln Icon Plus Pekanbaru.
11. All HES Department Staff of PT PLN Icon Plus Pekanbaru who have guided, accompanied, and taught the author while carrying out internships at PLN Icon Plus Pekanbaru.
12. All staff and employees of PT PLN Icon Plus Pekanbaru who have supported the implementation of internships at PT PLN Icon Plus Pekanbaru.
13. Parents and family who have provided support, attention, love, and prayers.
14. Friends on campus and in the office who have helped in completing this internship report.

The author realizes that the preparation of this report is still far from perfection, therefore the author really hopes for criticism and suggestions. Finally, I hope this report can be useful for all parties who need it in the future.

Bengkalis, June 2025



**ANDREW LESMANA**  
**5404211441**

## TABLE OF CONTENTS

### COVER

**APPROVAL SHEET .....i**

**ACKNOWLEDGEMENT .....ii**

**TABLE OF CONTENTS.....iv**

**LIST OF FIGURES .....vi**

**LIST OF TABLES .....vii**

**LIST OF APPENDICES.....viii**

**CHAPTER I INTRODUCTION..... 1**

1.1 Background of the Apprenticeship ..... 1

1.2 Purpose of the Apprenticeship ..... 2

1.3 Significances of the Apprenticeship ..... 2

**CHAPTER II GENERAL DESCRIPTION OF THE COMPANY.....5**

2.1 Company Profile .....5

2.2 Vision and Mission of PT PLN Icon Plus Pekanbaru.....6

2.3 Kind of Bussines .....7

2.4 Organizational Structure .....7

2.5 Company Scope .....8

**CHAPTER III SCOPE OF THE APPRENTICESHIP ..... 10**

3.1 Job Description ..... 10

3.2 System and Procedure..... 10

3.3 Place of Apprenticeship ..... 18

3.4 Kind and Discription of the Actifity .....20

3.5 Obstacle and Solution .....27

**CHAPTER IV CONCLUSIONS AND SUGGESTION .....29**

4.1 Conclusions.....29

4.2 Suggestion.....30

**REFERENCES.....32**

**APPENDICES .....33**

## LIST OF FIGURES

Figure 2.1 PLN Icon Plus Pekanbaru .....	5
Figure 2.2 Organizational Structure of PLN Icon Plus Pekanbaru .....	8
Figure 3.1 Telecolection Devision .....	11
Figure 3.2 Follow up and Services Chek .....	12
Figure 3.3 Tellecolection Custemer Call .....	13
Figure 3.4 Telecolleciton Execution .....	15
Figure 3.5 Techincal Verification .....	16
Figure 3.6 Follow up Process .....	17
Figure 3.4 PT PLN icon Plus Pekanbaru.....	18

## **LIST OF TABLE**

Table 2.1 Environmental permits PLN Icon Plus Pekanbaru .....	7
Table 2.2 Production capacity of PLN Icon Plus Pekanbaru.....	8
Table 2.3 Total and Capacity of Tanks in the Tank Farm.....	9
Table 3.1 Work Schedule PLN Icon Plus Pekanbaru .....	18
Table 3.2 – Table 3.17 Daily Activities (February–June 2025) .....	19
Table 3.18 Daily Activities May 27th to May 31st, 2025 .....	28

## **LIST OF APPENDICES**

Appendix 1 : Application letter of Apprenticeship .....	33
Appendix 2 : Reply letter of approval from PLN Icon Plus. ....	34
Appendix 3 : Certificate of having carried out Apprenticeship .....	36
Appendix 4 : Apprenticeship assessment sheet .....	37
Appendix 5 : List of Attendance.....	38
Appendix 6 : Internship Company Data Value .....	38
Appendix 7 : Daily Activities of the Job Training .....	39
Appendix 8 : Photo with Marketing Division staff PLN Icon Plus .....	52



# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Apprenticeship**

Facing the ongoing era of globalization, some people are forced to think and work hard to make ends meet. Competition for jobs is currently very tight due to the large number of applicants and the small number of jobs that are contested by many people, especially for students who produce thousands of graduates each year.

Seeing the phenomenon that occurs, every student must prepare themselves well before being declared a graduate in finding a better job. Hard Skills are the main answer to getting a job. But having Hard Skills is not enough, it must also be balanced with Soft Skills in facing various challenges when doing work. Developing Hard Skills and Soft Skills in lectures is the key and the best way to achieve success and face competition in the world of work.

Bengkalis State Polytechnic is the only State Polytechnic in Riau Province. Bengkalis State Polytechnic is a university that produces experts from State Universities in Bengkalis Regency with a Diploma 3 education level with an Associate Expert degree and a Diploma 4 with an Applied Bachelor degree. Bengkalis State Polytechnic has a Study Program consisting of two levels of education, namely Diploma 3 and Diploma 4, for the Diploma 3 Study Program consisting of Shipbuilding Engineering, Mechanical Engineering, Electronic Engineering, Civil Engineering, Informatics Engineering, Business English, Civil Engineering, Maritime, and Commercial Shipping Management.

While the Diploma 4 Study Program consists of Production and Maintenance Mechanical Engineering, Industrial Electrical Engineering, Road and Bridge, Design Engineering, Software Engineering, International Business Administration, Digital Business, and Public Financial Accounting.

Politeknik Negeri Bengkalis has the responsibility to improve human resources, especially in achieving quality students. One of the efforts made is by

requiring students to take part in practical work. Practical Work is a program that is useful for students to have work experience in an institution according to the background of the student's major. This program is a combination of classroom learning and on-the-job training to help students acquire recognized skills and qualifications. Skills and Qualifications are provided for various careers with different levels of Apprenticeship including entry level, supervisor, and manager. Each level of Apprenticeship is trained by professionals and the time required depends on the skills and abilities of the Apprentice.

Accordingly, the selection of an internship location becomes a crucial step. We currently live in an era where the internet has become a basic necessity rather than a luxury. The rapid development of technology has fundamentally changed the way many people work, learn, and communicate. The high demand for stable and fast internet connectivity has become a primary driver for the telecommunications industry. Amidst fierce competition, PT. PLN ICON PLUS emerges as a key player bringing a breath of fresh air. As a subsidiary of PT. PLN (Persero), ICON PLUS possesses a strategic advantage by leveraging the existing electricity network to deploy its fiber optic infrastructure.

## **1.2 Purposes of the Apprenticeship**

To achieve the expected results, it is necessary to know the objectives of practical work, which are as follows:

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 Telecolection 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 Kind and Description of the Activites carried out during the Apprenticeship Period.
5. To identify obstacle faced during the Apprenticeship and appplay effective solutions to improve work performance and result.

### **1.3 Significances of the Apprenticeship**

Field work practices carried out are very beneficial for several parties such as students, companies, and Politeknik Negeri Bengkalis. Based on the Purpose and Benefits of Field Work Practices, it is hoped that it can provide important information for several parties:

#### **1. Significances for student.**

The benefits of Apprenticeship for students are as follows:

- a Students get the opportunity to apply theoretical knowledge acquired during lecturers at the real working world.
- b Students get Apprenticeship applying theoretical in accordance with their study program.
- c Students have the opportunity to be able to analyze problems related to science that are applied in work in accordance with their study program.

#### **2 Significances for Company.**

The benefits of Apprenticeship activities for companies are as follows:

- a The establishment of cooperation between the world of education and certain companies or agencies.
- b Companies get help from students who do Apprenticeship.

#### **3 Significances for State Politechnic of Bengkalis.**

The benefits of practical work for Politeknik Negeri Bengkalis are as follows:

- a Can strengthen cooperation and socialization between Politeknik Negara Bengkalis and Government agencies or companies where Apprenticeship is carried out.
- b Can improve the competence of graduates of the Bengkalis State Polytechnic
- c Bengkalis State Polytechnic will be better known in the industrial world or the corporate world.

## **CHAPTER II**

### **GENERAL DESCRIPTION OF THE COMPANY**

#### **2.1 Company Profile**

PT PLN Icon Plus is a subsidiary of PT PLN (Persero). PLN Icon Plus was established in 2000 as part of PT PLN (Persero) to meet the needs of PLN's telecommunications network. Initially, the company focused on the Network Operation Center in Gandul, Cinere, to support PLN's electricity. As the need for a wider and more reliable telecommunications network grew, PLN Icon Plus began distributing PLN's fiber optic network capacity to the public, especially for companies and institutions that require extensive connectivity.

In 2008, PLN Icon Plus began expanding its network to remote areas in Indonesia by utilizing PLN's electricity network rights, namely "Right of Ways" (RoW). Over time, PLN Icon Plus continues to innovate and introduce products and services based on the latest technology.

On September 21, 2022, PLN Icon Plus became a Subholding of PT PLN (Persero), with a new focus on three main businesses: electricity, connectivity services, and IT services, and plays an important role in the Beyond kWh initiative which includes business development outside the electricity sector.



**Figure 2.1 Logo of PT Pln Icon PLus**  
*Source: PT Pln Icon Plus 2025*

The selection of an internship location becomes a crucial step. We currently live in an era where the internet has become a basic necessity rather than a luxury. The rapid development of technology has fundamentally changed the way many

people work, learn, and communicate. The high demand for stable and fast internet connectivity has become a primary driver for the telecommunications industry. Amidst fierce competition, PT. PLN ICON PLUS emerges as a key player bringing a breath of fresh air. As a subsidiary of PT. PLN (Persero), ICON PLUS possesses a strategic advantage by leveraging the existing electricity network to deploy its fiber optic infrastructure. This is what enables their internet service, ICONNET, to reach various regions across Indonesia.

## **2.2 Vision dan Mission of PT Pln Icon Plus**

### **2.2.1 Vision of PT Pln Icon Plus**

To committed to becoming a leading provider of integrated smart connectivity solutions, advanced digital services, and green energy innovations to accelerate the energy transition in Indonesia. By leveraging cutting-edge technology, fostering strategic partnerships, and embracing sustainable practices, we aim to build an efficient, environmentally friendly, and inclusive energy ecosystem that supports national economic growth and enhances the well-being of society as a whole.

### **2.2.2 Mission of PT Pln Icon Plus**

PT PLN Icon Plus is firmly committed to becoming a leading provider of integrated solutions by continuously developing innovative smart connectivity, digital, and environmentally friendly (green) technologies that are grounded in Environmental, Social, and Governance (ESG) principles.

The company strives to win the hearts of its customers by consistently delivering high-quality products and excellent services that provide the best possible user experience. In achieving its strategic goals, PT PLN Icon Plus also ensures the optimal utilization of its resources by aligning operational decisions with the aspirations and expectations of stakeholders, thereby strengthening its competitive advantage in a dynamic market environment.

### **2.3 Kind of Business**

PT PLN Icon Plus operates a diverse portfolio of business activities centered around the provision of integrated digital infrastructure and sustainable energy solutions to support Indonesia's digital transformation and energy transition. Its core business includes the development and operation of a nationwide high-speed fiber optic network, offering robust and reliable internet connectivity solutions for residential, commercial, industrial, and government sectors. The company also provides advanced data center services, cloud computing platforms, and end-to-end Internet of Things (IoT) solutions tailored to enable smart city initiatives, intelligent buildings, and digitally enabled enterprises.

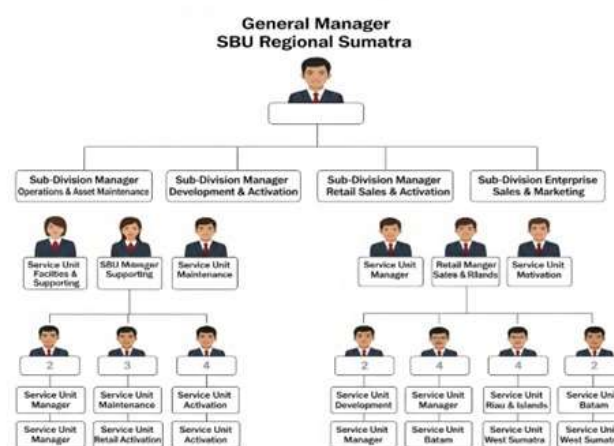
In the field of sustainable energy, PLN Icon Plus actively engages in the development of renewable energy solutions, such as the installation and management of solar photovoltaic (PV) systems for households, businesses, and industrial facilities. The company also implements smart energy management systems aimed at optimizing electricity usage and improving energy efficiency. Furthermore, PLN Icon Plus plays a strategic role in promoting electric mobility by establishing and operating electric vehicle (EV) charging infrastructure across Indonesia.

Beyond infrastructure and energy, PLN Icon Plus supports digital empowerment by offering digital platforms and services that enhance connectivity, facilitate data-driven decision-making, and support the digital transformation of various sectors, including education, health, transportation, and public administration. The company is committed to forming strategic partnerships with local and international stakeholders to expand its service coverage and accelerate the realization of a more connected, intelligent, and sustainable Indonesia.

### **2.4 Organizational Structure**

The organizational structure is a hierarchical line that describes the components that make up the company's work process, where each human resource within the scope of the company has a different position and function.

The organizational structure of PT Pln Icon plus is prepared in accordance with applicable regulations, essentially explaining all functions, obligations and responsibilities of each part occupied.



**Figure 2.2 Organizational Structure of PT Pln Icon plus**  
*Source: PT Pln Icon Plus 2025*

## 2.5 Company Scope

PLN ICON PLUS PT Indonesia Comnets Plus (ICON PLUS) is a national company engaged in providing telecommunications networks, services, and content. It focuses on supporting the technology and information systems of PT PLN (Persero) and the public by providing internet networks, which was originally used only to meet the telecommunication service needs for power operations. As the industry's need for telecommunication networks increased, PLN Icon Plus developed its business by distributing the excess capacity of PT PLN (Persero)'s fiber optic network.

### 2.5.1 Product and service

The ICON+ makes various fields of valuable products and services following the aims and objectives of the Company being established. For now, ICON+ divides products and services into 4 (four) types of business lines for corporate customers, namely:

1. ICONect

This service functions as an integrated connectivity solution designed to deliver significant added value for customers by enabling seamless and reliable communication across their operational network. The core offering includes comprehensive data communication services that effectively connect various customer branch locations spread throughout different regions in Indonesia, ensuring smooth information flow and centralized management.

2. ICONWeb

ICONWeb is a robust internet connectivity service that caters to a wide range of customer needs by utilizing international network connections. This service offers an efficient and secure solution for structured data transfer and customer data communication, making it ideal for corporate environments that demand a high level of data privacy, performance, and reliability.

3. ICONBase

ICONBase is a strategic service solution developed to help organizations manage their system infrastructure and customer data in a more streamlined and efficient manner. This service provides the foundational technology and support required to maintain stable digital operations, optimize system performance, and ensure the reliability of business-critical infrastructure for long-term operational success.

4. ICONApps

ICONApps is a value-added service solution that supports the digital transformation of enterprises by facilitating the integration of core business processes into a unified digital ecosystem. customers can enhance their ability to deliver top-tier services through improved coordination, real-time data access, and automation, ultimately increasing operational efficiency and customer satisfaction.



## **CHAPTER III**

### **SCOPE OF THE APPRENTICESHIP**

#### **3.1 Job Description**

Describe the four-month internship experience at within the Central Sumatra Regional Strategic Business Unit (SBU) of PT. PLN Icon Plus. From the outset, the practitioner was welcomed as part of the team and entrusted with meaningful tasks that directly corresponded with the day-to-day operations of the company, where the author was placed in the Hes Division, the author would like to share a series of activities carried out during that period. The internship started on February 03 and ended on June 21, 2025.

The practitioner was given the chance to move beyond theoretical knowledge and engage directly with the challenges and workflows that define a leading technology involen and communica a tangible understa developing organizational success. The experience was incredibly enriching, providingaa wealth of now skills and professional insights essential for a career in the corporate sector.

For the purpose of clear and facile reporting, all activities were documented in a weekly log. This disciplined practice ensured that every task, project, and learning outcome could be recorded with clarity and sufficient detail. The subsequent breakdown of these weekly activities serves to illustrate the scope of the practitioner's involvement and the progressive development of professional capabilities throughout the internship period.

1. Executed daily telecollection duties within the Retail Division, focusing on proactive communication with Iconnet subscribers regarding their account status.
2. Communicated directly with customers to issue timely reminders for upcoming and overdue bill payments, aiming to facilitate smooth revenue collection and minimize arrears system. This integration provides the telecollection team with instant access to complete customer data, enabling

efficient and targeted communication, a task that would be impossible in a manual or offline system.

### **3.2 System dan Procedure**

#### **3.2.1 Work System**

Facilitate employees in carrying out their duties, the company uses an internet-based system to facilitate online work and also uses a manual system. Online systems such as sending reports via email. While the manual system is used for recording permits and others.

##### **1. 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.



**Figure 3.1 Telecollection devision**  
*Source: PT PLN Icon Plus 2025*

iCRM+ and MapSource ensures efficient and targeted outreach. By verifying customer locations through MapSource, the team avoids contacting areas not yet covered by ICONNET. Access to complete customer profiles and follow-up history allows agents to personalize communication.

## 2. Telecolection 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

## 3. Follow up and Services Feasibility Chek

For customers who are interested, a further feasibility check is conducted using MapSource and internal service maps. If service is available, customer data is forwarded to the installation team. If unavailable, the lead is recorded for future service expansion tracking.



**Figure 3.2 Follow Up And Services Chek**

*Source: PT PLN Icon Plus 2025*

This process ensures that only eligible customers proceed to the installation stage, preventing delays and miscommunication. By conducting a thorough feasibility check beforehand, the company can allocate resources more effectively and maintain a high standard of service delivery. Additionally, recording leads from uncovered areas helps the planning team monitor demand and prioritize future network expansion based on real customer interest.

### 3.2.2 Work Procedure

The work procedures maintain uniform service quality and efficiency, PLN Icon Plus implements standardized procedures for recurring activities. For instance, the Telecollection Procedure for ICONNET customers provides a consistent workflow for the Retail Division, outlining the following steps:

1. Handling customer calls

As a Telecollection Intern at PT. PLN Icon Plus, my primary responsibility was to engage directly with Iconnet customers regarding overdue payments and subscription renewals. Through this hands-on experience, I developed a deeper understanding of customer relationship management (CRM) systems and gained practical knowledge of effective customer retention strategies within the telecommunications industry.

In addition to my main duties, I also became familiar with various operational procedures within the company, including the process of laminating safety signs. This procedure typically involves printing safety-related messages on durable materials, ensuring proper alignment and visibility, followed by lamination using heat-sealed plastic for long-term durability.



**Figure 3.3 Telecollection deviation**  
*Source: PT PLN Icon Plus 2025*

The Telecollection Division at PT PLN Icon Plus is responsible for managing the billing and collection process, particularly targeting Iconnet customers who have overdue payments or pending subscription renewals. This division plays a crucial role in maintaining the company's cash flow and ensuring the continuity of services provided to customers.

The main tasks of the telecollection division include contacting customers with outstanding payments through various communication channels such as phone calls, WhatsApp messages, emails, and SMS. The team uses persuasive communication strategies to remind customers of their billing obligations, provide detailed information regarding their account status, and offer flexible payment solutions when necessary. Additionally, this division collaborates closely with the Customer Service and Finance departments to ensure customer data is accurate and up to date. Monitor collection performance, and maintain positive relationships with customers while working to minimize service interruptions due to non-payment

## 2. Telecollection Execution

The telecollection process involves systematically making outbound calls to potential customers using a standardized and carefully crafted call script designed to ensure consistency, professionalism, and clarity in every interaction. This script typically begins with a formal introduction to the company and its background, followed by a detailed explanation of the ICONNET internet service packages available, including pricing structures, internet speeds, and any ongoing promotions or offers. It also outlines the step-by-step installation process to help customers understand what to expect once they subscribe.

Additionally, the script is equipped with prepared responses to address common customer objections—such as concerns about costs, coverage, or service reliability—allowing telecollection agents to handle inquiries with confidence and guide prospects toward making informed decision



**Figure 3.4 Telecollection Execution**  
*Source: PT PLN Icon Plus 2025*

The calls conducted by the telecollection team are carried out in a highly professional manner, with a strong emphasis on ensuring customer comfort, maintaining a respectful tone, and delivering information with maximum clarity and accuracy. Each interaction is designed not only to remind customers of their obligations but also to build trust and maintain a positive customer experience throughout the process.

Telecollection agents receive specialized training that equips them with the ability to adjust and tailor their communication style based on the customer's tone, response, attitude, and individual characteristics. This adaptive approach allows agents to handle a variety of customer situations more effectively—whether dealing with cooperative, hesitant, or dissatisfied customers—ensuring that every conversation remains constructive, empathetic, and focused on reaching a mutually beneficial resolution

### 3. 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



**Figure 3.5 Telchincal Verification**

*Source: PT PLN Icon Plus 2025*

If the area in which the customer resides is already covered by the ICONNET network infrastructure, the service installation process can proceed to the next stage without delay, allowing for a smooth and timely activation of the requested services. This ensures that customers in covered zones can enjoy quick access to reliable internet connectivity as part of PLN Icon Plus's commitment to efficient service delivery.

The customer's location falls outside the current coverage area, their personal and contact information is carefully recorded and categorized as a potential lead for future network expansion initiatives. This data is stored securely within the system and monitored by the marketing and technical planning teams, who will reinitiate contact with the customer once network development in the area has been completed. This proactive approach enables the company to track demand trends, plan infrastructure

growth strategically, and ensure that no potential customer is overlooked in the long-term service rollout.

#### 4. 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.



**Figure 3.6 Follow up Process**

*Source: PT PLN Icon Plus 2025*

This follow-up process plays a vital role in nurturing potential customers and demonstrating the company's commitment to attentive service. By staying in touch and addressing any lingering doubts or hesitations, the team builds trust and keeps the prospect actively engaged in the sales pipeline. Over time, this method increases the chances of turning initially hesitant customers into loyal subscribers, while also providing valuable insights into customer behavior that can inform marketing strategies and service improvements.



### 3.3 Place of Apprenticeship

Carried out practical work activities carried out at PT Pacific Indopalm Industries Dumai which is located in Libuk Gaung, Sungai Sembilan District, Dumai City, Riau. Interns are placed in the HES Department.



**Figure 3.7 PT. PLN Icon Pls Pekanbaru**  
*Source: PT. PLN Icon Plus Pekanbaru 2025*

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 Kind and Description of the Activity

The activities carried out during the practical work can be seen in the table 3.2 as Follow:

**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 division staff.	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: Process Data 2025*

Table 3.2 The internship began with an introductory phase to familiarize with PLN Icon Plus. Activities included coordinating with the company to confirm the internship scope and placement, participating in an introduction session to understand the organizational structure and meet division staff, and learning about company regulations and work ethics. By midweek, there was an opportunity to observe internal company applications and marketing processes, ending the week by starting the first task related to managing and organizing company asset data.

**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: Process 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**

<b>Date</b>	<b>Activity Description</b>	<b>Location</b>
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: Process Data 2025*

Table 3.4 The third week combined field supervision with administrative support. Tasks included continuing asset data collection and directly supervising asset activation on-site, which offered a hands-on understanding of operational processes. The intern collaborated with the activation team to prepare supporting data, edited fiber optic seminar certificates for documentation, and checked and validated records in the SIMONAS application. Additionally, time was spent exploring the Map Source application to better understand spatial data analysis.

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

<b>Date</b>	<b>Activity Description</b>	<b>Location</b>
3 Mar 2025	Starting to implement the official job desk in the marketing division.	Marketing Division
4 Mar 2025	Inputting customer telecollection data into the ICRM+ system.	Marketing Division
5 Mar 2025	Inputting old customer winback data for reactivation through ICRM+.	Marketing Division
6 Mar 2025	Inputting and updating customer retention data in ICRM+.	Marketing Division
7 Mar 2025	Making calls to PLN Icon Plus customers for service offerings.	Marketing Division

*Source: Process Data 2025*

Table 3.5 This week emphasized analytical and reporting tasks. Activities included preparing graphic reports summarizing financial monitoring results from BPKAD and analyzing IPVPN data for presentations. Data for these reports was extracted and processed from official BPKAD sources. Despite taking one day of sick leave, the week concluded with an introduction to the marketing division, learning its structure and understanding its role in supporting PLN Icon Plus' operations.

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

<b>Date</b>	<b>Activity Description</b>	<b>Location</b>
3 Mar 2025	Starting to implement the official job desk in the marketing division.	Marketing Division
4 Mar 2025	Inputting customer telecollection data into the ICRM+ system.	Marketing Division
5 Mar 2025	Inputting old customer winback data for reactivation through ICRM+.	Marketing Division
6 Mar 2025	Inputting and updating customer retention data in ICRM+.	Marketing Division
7 Mar 2025	Making calls to PLN Icon Plus customers for service offerings.	Marketing Division

*Source: Process Data 2025*

Table 3.6 Transitioning fully into the marketing division, the intern began executing official tasks. This involved inputting telecollection data (focused on outstanding receivables), as well as winback data targeting former customers for reactivation, and updating customer retention data all within the ICRM+ system. The week ended with outbound calls to PLN Icon Plus customers to introduce or offer services, blending technical data tasks with customer engagement.

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

<b>Date</b>	<b>Activity Description</b>	<b>Location</b>
10 Mar 2025	Blasting telecollection category customer data through the system.	Marketing Division
11 Mar 2025	Blasting winback customer data through the ICRM system platform for reactivation.	Marketing Division
12 Mar 2025	Blasting retention category customer data for follow-up service offers.	Marketing Division
13 Mar 2025	Conducting follow-up calls to telecollection category	Marketing Division
	customers.	
14 Mar 2025	Making retention customer calls to maintain service usage.	Marketing Division

*Source: Process Data 2025*

Table 3.7 The intern focused on supporting digital marketing and customer follow-up campaigns. Tasks included blasting large datasets to telecollection, winback, and retention customers via the system, which aimed to increase engagement and service usage. These mass blasts were supported by direct follow-up calls, helping to ensure that targeted customers received communication and could respond to offers or clarify data.

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

<b>Date</b>	<b>Activity Description</b>	<b>Location</b>
17 Mar 2025	SICK LEAVE	
18 Mar 2025	Contacting telecollection category customers to validate service data.	Marketing Division
19 Mar 2025	Contacting retention customers and recording the communication results in the ICRM system.	Marketing Division
20 Mar 2025	Mass blasting winback category customer data.	Marketing Division
21 Mar 2025	Continuing the blast process of winback customer data that has not yet been reached.	Marketing Division

*Source: Process Data 2025*

Table 3.8 Even though there was one sick leave day, the week remained productive with continued calls to telecollection customers to validate data, calls to retention customers to maintain service usage, and documenting updates in the ICRM system. The intern also helped complete mass data blasts to reach

remaining winback customers who had not yet been contacted, showing persistence in outreach strategies.

**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: Process Data 2025*

Table 3.9 During this period, most tasks were done remotely (work from home). Activities focused on blasting winback and telecollection data through the system for customer reactivation and follow-up. This shows flexibility in adapting to remote work conditions while keeping marketing tasks on schedule.

**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: Process 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, April 23, 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: Process 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: Process 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: Process 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: Process Data 2025

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: Process Data 2025



Table 3.15 The week included mass data blasting to retention category customers, aimed at maintaining engagement and service renewal.

**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	Wednesday, May 28, 2025	permissions	

*Source: Process Data 2025*

Table 3.16 This week mainly involved blasting winback customer data through the system and preparing documentation. The intern contributed by maintaining updated records and organizing administrative data.

**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: Process 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. Obstacles and Solution.

### **3.5 Obstacle and Solution**

#### **3.5.1 Obstacle**

**1. Dealing with Negative Reactions from Customers.**

Not all customers responded positively when contacted during the telecollection process. Some individuals were uncooperative, expressing frustration or irritation, while others reacted more aggressively—raising their voices, refusing to listen, or abruptly ending the call, often feeling disturbed or annoyed by what they perceived as an unsolicited or intrusive collection attempt. These kinds of interactions, especially when experienced repeatedly, could initially have a discouraging effect on telecollection agents, leading to a temporary drop in motivation, increased stress levels, and a decline in self-confidence when handling subsequent calls

**2. Lack of In depth Knowledge of Systems and Special Case Handling**

At the beginning of the internship, the Author had not yet fully mastered the use of the customer database system, including navigating iCRM+ and understanding standard procedures. This became particularly challenging when handling complex cases, such as customers with overdue payments who also reported technical complaints or billing disputes.

**3. Difficulty in Contacting the Intended Customers**

Frequently, the registered phone numbers listed in the customer database were found to be no longer active, unreachable, or had been diverted to voicemail or other users, making it difficult for the telecollection team to establish direct communication. These challenges significantly hindered the achievement of daily call targets, as multiple attempts were often required without any successful contact.

Moreover, the inability to reach intended customers reduced the overall effectiveness of the telecollection process, delaying important follow-ups and limiting opportunities to resolve outstanding issues or secure new subscriptions. This situation emphasized the importance of accurate and up-to-date customer data to support efficient and result-oriented outreach efforts.

### 3.5.2 Solution

Solutions that can be done to overcome obstacles during the practical work process include:

1. When a customer responded with frustration or irritation, it was important not to escalate the situation but instead to ask calmly and use a more empathetic approach during the conversation. Taking the time to listen attentively to the customer's complaints, concerns, or reasons for their dissatisfaction before immediately explaining the purpose of the call proved to be a more effective strategy. By prioritizing empathy and patience, telecollection agents were better able to de-escalate tense situations and guide the conversation toward a constructive resolution.
2. The Author actively reviewed training materials, made personal notes about the system workflow, and did not hesitate to ask the mentor or senior colleagues when faced with a case that was not yet understood. This accelerated the adaptation and learning process. Assign mentors or companions from more senior teams to guide inexperienced personnel while in the field, so that learning can take place in a direct and directed manner.

To further support the learning curve for new interns or less-experienced personnel, it is highly recommended to assign mentors or field companions from more senior members of the team. These experienced staff can provide direct, real-time guidance, correct mistakes as they occur, and offer insights based on actual field conditions, making the learning process more practical and contextually relevant. Through this one-on-one support system, new team members are better able to understand complex procedures, ultimately leading to improved performance and smoother integration into the team.

## **CHAPTER IV**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

After doing Apprenticeship at PT PLN Icon Plus Pekanbaru, it can be concluded as follows:

1. The apprenticeship allowed the author to understand the job description in the Telecollection Division of PT PLN Icon Plus Pekanbaru. The main responsibilities included contacting customers, managing telecollection data, conducting follow-up calls, and assisting in customer retention and win-back programs. Through these tasks, the author gained direct experience in customer handling and revenue collection support
2. The work system and work procedures of the Telecollection division at PT PLN Icon plus Pekanbaru, including: Training, Inputting Costumer Data Retrieval and Verification,Telecollection Process,Follow up and Services Feasibility Chek,Handling Customer call, Telecollection Execution, Follow up Process
3. The place of apprentiship was carried out at PT PLN Icon Plus Pekanbaru which is located in Jl.Soekarno Hatta, Sidomulyo . Kec Marpoyan Damai, Kota Pekanbaru. The time of Apprentiship implementation began on February 03, 2025 until June 21, 2025. While During the practical work, the author was placed in the HES Department.
4. The author was able to comprehend the system and procedures applied in the Telecollection Division. The use of applications such as iCRM+ and MapSource provided insights into how customer data is managed, verified, and updated systematically. Standardized work procedures also ensured that telecollection activities
5. The obstacles faced during the apprenticeship, such as difficulties in contacting customers, limited mastery of new systems, and handling negative customer responses, became valuable learning experiences. With

the guidance of supervisors and mentors, the author applied effective solutions such as improving communication strategies, reviewing training materials, and seeking advice from senior colleagues. This process helped the author to overcome challenges and improve overall performance during the internship.

## **5.2 Suggestion**

A number of suggestions can be given to students, the Bengkalis State Polytechnic, and companies that provide internship opportunities, including:

1. Students who will carry out their internship at PT PLN Icon Plus Pekanbaru are advised to make comprehensive preparations by enhancing both their technical (hard) skills—such as digital system operation, administrative tasks, and technical writing—and their interpersonal (soft) skills, including communication, initiative, discipline, adaptability, and teamwork. .
2. The Bengkalis State Polytechnic is expected to further strengthen its cooperation with PT PLN Icon Plus Pekanbaru by establishing clear internship agreements, improving coordination between departments and the company, and creating a monitoring system to track student progress during the internship. In addition, the institution should enforce strict academic or disciplinary sanctions for students who commit major violations, fail to meet expectations, or display unprofessional conduct, to preserve the credibility of the internship program and its value for all stakeholders.
- 3 PT PLN Icon Plus Pekanbaru is advised to provide interns with regular and constructive feedback, both verbally and in writing, to help them reflect on and improve their performance throughout the program. It is also recommended that the company assign dedicated mentors or field supervisors to guide and supervise the interns, ensuring that tasks are clearly explained and learning objectives are met effectively. This will create a more structured learning environment and increase student engagement.

## REFERENCES

Politeknik Negeri Bengkalis. Accessed on June 12 2025. From:  
<https://www.polbeng.ac.id/>

PLN Icon Plus. (2024). Company Profile PLN Icon Plus Pekanbaru. Pekanbaru:  
*Internal Publication.*

## 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](mailto:polbeng@polbeng.ac.id)

---

Nomor : 520PL31/TU/2024  
Hal : Permohonan Kerja Praktek (KP)

Bengkalis, 18 November 2024

**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.




**Marbadi Sastra, S.Ti, M.Sc.**  
NIP.198903142015041001

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

 Dipindai dengan CamScanner

## Appendix 2 : Reply letter of approval for Apprenticeship from 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

  
Harman  
Manager Pemasaran dan Penjualan SBU SUMBAGTENG

CS Dipindai dengan CamScanner



**Appendix 3 : Certificate of having carried out Apprenticeship**



#### Appendix 4 : Apprenticeship assessment sheet



**SURAT KETERANGAN**  
No. 0466.SK/STH.01.04/IC010112/2025

Yang bertanda tangan di bawah ini menerangkan bahwa :

Nama : Andrew Leumana  
Tempat/ Tgl. Lahir : Selatbaru/22 Juli 2003  
Alamat : Jl. Sockarno Hatta kecamatan bantan  
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.

Pekubaru, 14 Juli 2025

  
**Dani Narendro**  
Team Leader Pemasaran dan Penjualan Retail  
SUMBAGTENG

PT. Icon Plus  
SBU Regional  
Sumatera Bagian Tengah

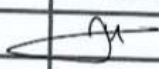

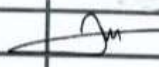

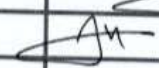


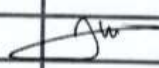

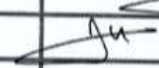
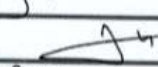
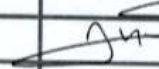


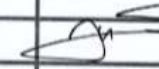


Jalan Sockarno Hatta, Bangk. Grogol  
Kab. No. 4.5 Kecamatan Djamin,  
Pekubaru

T 0771 6180112  
F 0771 540130  
E [hr@iconplus.co.id](mailto:hr@iconplus.co.id)  
[iconplus.co.id](http://iconplus.co.id)

## Appendix 5 : List of Attendance for Apprenticeship activities


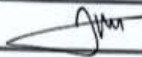













Nama Mahasiswa  
NIM  
Tempat Kerja Praktek

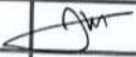
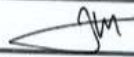



ABSEN HARIAN  
KERJA PRAKTEK  
: ANDREW LESMANA  
: 5404211441  
: PT INDONESIA COMNET PLUS (ICONNET)

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

Nama Mahasiswa  
NIM  
Tempat Kerja Praktek

ABSEN HARIAN  
KERJA PRAKTEK  
: ANDREW LESMANA  
: 5404211441  
: PT INDONESIA COMNET PLUS (ICONNET)

No	Tanggal	Tanda Tangan Mahasiswa	Tanda Tangan Pembimbing	Ket
1	01 Maret 2025			-
2	02 Maret 2025			-
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





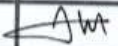
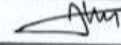








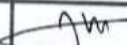
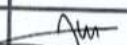
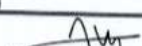
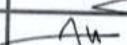
  
**DEDE NOFALDI**  
 NIP 972207481CN



Nama Mahasiswa  
NIM  
Tempat Kerja Praktek

ABSEN HARIAN  
KERJA PRAKTEK  
: ANDREW LESMANA  
: 5404211441  
: 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			#
15	15 April 2025			S
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



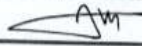
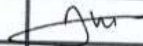


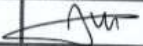
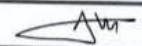
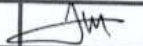








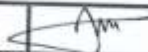


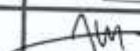
**DEDE NOFALDI**  
NIP 972207481CN

Nama Mahasiswa  
NIM  
Tempat Kerja Praktek

ABSEN HARIAN  
KERJA PRAKTEK  
: ANDREW LESMANA  
: 5404211441  
: PT INDONESIA COMNET PLUS (ICONNET)

No	Tanggal	Tanda Tangan Mahasiswa	Tanda Tangan Pembimbing	Ket
1	01 Mei 2025			-
2	02 Mei 2025			H
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			H
15	15 Mei 2025			H
16	16 Mei 2025			I
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 972207481CN

## Appendix 6 : Internship compay data Value

### SHEET EVALUATION OF IMPLEMENTATION OF JOB TRAINING

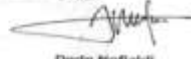
Name : Andrew Lesmana  
 Student's Identity No. : 5494211441  
 Title of the Job Training : Collection

NO	EVALUATION ASPECTS	SCORE NUMBER
A	Field Work (30 %)	85
B	Coaching (50 %)	
1	Motivation	86
2	Discipline	86
3	Critical Attitude and Creativity	92
	Average Scores = $(B1+B2+B3)/3$	88,6
C	Report (20%)	
1	Substance	90
2	Writing Order	90
	Average Report Score = $(C1+C2)/2$	90
	Implementation Evaluation Score Job Training = $0,3A + 0,5B + 0,2C$	91

Notes :  
 A = 81 - 100  
 AB = 71 - 80  
 B = 66 - 70  
 BC = 61 - 65  
 C = 56 - 60  
 D = 41 - 55  
 E = 0 - 40

Pekalongan, June 5<sup>th</sup> 2023

Coach




Dodo Novaldi

## Appendix 7 : Daily Activities of the Job Training

### DAILY ACTIVITIES OF THE JOB TRAINING


Day : Monday – Friday

Date : February 3<sup>th</sup> to February 7<sup>th</sup>

No	Working	Explanation
		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 10<sup>th</sup> to February 14<sup>th</sup>

No	Working	Explanation
		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 17<sup>th</sup> to February 21<sup>th</sup>

No	Working	Explanenation
		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 24<sup>th</sup> to February 28<sup>th</sup>

No	Working	Explanenation
		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 3<sup>th</sup> to March 7<sup>th</sup>

No	Working	Explanenation
		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 10<sup>th</sup> to March 14<sup>th</sup>

No	Working	Explanation
		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 17<sup>th</sup> to March 21<sup>th</sup>

No	Working	Explanation
		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 24<sup>th</sup> to March 27<sup>th</sup>


No	Working	Explanation
		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 14<sup>th</sup> to April 18<sup>th</sup>

No	Working	Explanenation
		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 April<sup>th</sup> to April 25<sup>th</sup>

No	Working	Explanenation
		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 28<sup>th</sup> to May 2<sup>th</sup>


No	Working	Explanenation
		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 5<sup>th</sup> to May 9<sup>th</sup>

No	Working	Explanation
		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 14<sup>th</sup> to May 16<sup>th</sup>

No	Working	Explanation
		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 19<sup>h</sup> to May 23<sup>th</sup>

No	Working	Explanation
		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 26<sup>th</sup> to May 28<sup>th</sup>

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 2<sup>th</sup> to June 5<sup>th</sup>

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**

