

FOOD AND BEVERAGE MANAGEMENT

PT. Batam Bintan Telekomunikasi



POLITEKNIK PARIWISATA BATAM

2025

LAPORAN KEGIATAN ON JOB TRAINING/ KERJA MAHASISWA
FOOD AND BEVERAGE MANAGEMENT
DI PT. BATAM BINTAN TELEKOMUNIKASI



Disusun Oleh:
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FOOD AND BEVERAGE MANAGEMENT
POLITEKNIK PARIWISATA BATAM
2025

HALAMAN PENGESAHAN

Laporan Kegiatan On The Job Training Mahasiswa Food and Beverage Management di PT. Batam Bintan Telekomunikasi

Dengan ini menyatakan, mahasiswa dengan nama

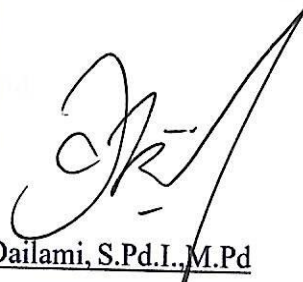
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Telah melaksanakan OJT/ Kerja di PT. Batam Bintan Telekomunikasi selama 6 bulan, mulai tanggal 10 Maret 2025 s/d 10 September 2025

Batam, 29 Juli 2025

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KATA PENGANTAR

Laporan ini disusun sebagai bentuk pertanggungjawaban atas kegiatan magang yang telah dilaksanakan di PT. Batam Bintan Telekomunikasi. Magang merupakan salah satu tahap penting dalam proses pembelajaran untuk mengembangkan keterampilan praktis, memahami dunia kerja secara langsung, serta memperluas wawasan dan pengalaman di bidang yang sesuai dengan jurusan studi. Dalam penyusunan laporan ini, penulis berusaha mendeskripsikan secara rinci aktivitas yang dilakukan selama magang, termasuk pencapaian dan kendala yang dihadapi. Penulis menyadari bahwa keberhasilan dalam menyelesaikan laporan ini tidak lepas dari bimbingan, dukungan, serta bantuan dari berbagai pihak. Oleh karena itu, penulis ingin menyampaikan rasa terima kasih yang sebesar-besarnya kepada:

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6. Kedua orang tua dan keluarga yang senantiasa memberikan doa dan dukungan tiada henti kepada penulis dalam menyelesaikan laporan ini.
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Batam, 29 Juli 2025
Penulis,

Brightness Bill Boy N.

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BAB I

PENDAHULUAN

1.1 Latar Belakang

Program magang merupakan salah satu bagian penting dalam proses pendidikan vokasi yang bertujuan untuk menjembatani antara teori yang diperoleh di bangku perkuliahan dengan praktik nyata di dunia kerja. Melalui kegiatan magang, mahasiswa memiliki kesempatan untuk memperoleh pengalaman kerja secara langsung, mengembangkan keterampilan profesional, serta memahami dinamika dan tantangan yang ada di lingkungan industri yang sesungguhnya. Dengan demikian, magang tidak hanya memperkaya wawasan mahasiswa, tetapi juga membentuk sikap kerja yang lebih disiplin, komunikatif, dan adaptif.

Dalam kegiatan magang ini, penulis memilih untuk mengambil topik yang berfokus pada pengelolaan data pelanggan dan kegiatan lapangan dalam mendukung strategi pemasaran. Topik ini dipilih karena selaras dengan bidang studi yang penulis tekuni, serta merupakan aspek penting dalam operasional pemasaran modern yang berbasis data dan pengamatan langsung di lapangan.

PT Batam Bintang Telekomunikasi (BBT) dipilih sebagai lokasi magang karena merupakan salah satu perusahaan penyedia layanan telekomunikasi dan informatika yang cukup berkembang di wilayah Batam dan Bintan. Perusahaan ini tidak hanya memiliki cakupan layanan yang luas, tetapi juga aktif dalam upaya ekspansi pasar melalui strategi pemasaran berbasis data dan kegiatan lapangan. Penempatan magang di bagian Marketing memberikan pengalaman langsung bagi penulis dalam memahami alur pengelolaan informasi pelanggan dan pendekatan langsung ke pasar.

Selama pelaksanaan kegiatan magang, penulis terlibat dalam aktivitas pengunduhan data pelanggan dari situs ICUSE yang kemudian disimpan dalam direktori lokal untuk kebutuhan manajemen dan analisis lebih lanjut. Selain itu, penulis juga ikut serta dalam kegiatan pemetaan langsung (*direct mapping*) dan canvassing di kawasan industri Sekupang untuk memperoleh data pasar yang akurat dan mengenali potensi wilayah tersebut. Kegiatan ini membuka wawasan penulis mengenai pentingnya pemetaan pasar yang tepat dan berbasis data aktual dalam mendukung strategi pemasaran yang efektif.

Dengan demikian, kegiatan magang ini tidak hanya menjadi media belajar yang aplikatif, tetapi juga menjadi sarana refleksi terhadap tantangan dan peluang yang ada di dunia pemasaran industri telekomunikasi saat ini.

1.2 Tujuan Magang

Tujuan dari pelaksanaan kegiatan magang ini adalah sebagai berikut:

1. Mengaplikasikan ilmu dan keterampilan yang telah diperoleh selama perkuliahan ke dalam praktik kerja di dunia industri, khususnya di bidang pemasaran
2. Menambah pengalaman dan wawasan tentang strategi pemasaran serta pengelolaan data pelanggan dalam lingkungan perusahaan telekomunikasi.
3. Meningkatkan kemampuan kerja secara profesional, seperti kedisiplinan, komunikasi, dan kerja sama tim dalam situasi kerja nyata.

1.3 Manfaat Magang

Manfaat yang diharapkan dari pelaksanaan magang ini antara lain:

1. Memberikan pengalaman kerja nyata yang relevan dengan bidang studi dan minat karier mahasiswa.
2. Meningkatkan keterampilan teknis, seperti penggunaan perangkat lunak untuk pengolahan data.
3. Menambah wawasan tentang strategi dan implementasi pemasaran yang dilakukan oleh perusahaan di sektor telekomunikasi.
4. Membantu mahasiswa dalam membangun kesiapan mental, disiplin, dan sikap profesional dalam menghadapi dunia kerja.

1.4 Waktu dan Tempat Pelaksanaan Magang

Kegiatan magang dilaksanakan di PT. Batam Bintan Telekomunikasi yang berlokasi di Batamindo Industrial Park, Jl. Markisa No.1, Mukakuning, Kabil, Kecamatan Nongsa, Kota Batam, Kepulauan Riau, 29433. Magang ini berlangsung selama 6 bulan, dimulai pada tanggal 10 Maret 2025 hingga 10 September 2025. Selama periode tersebut, kegiatan magang dilakukan setiap hari kerja, yaitu Senin sampai Jumat, dengan jam kerja dari pukul 08.00 hingga 17.00 WIB. Penulis ditempatkan di bagian Marketing

BAB II

TINJAUAN UMUM TEMPAT MAGANG

2.1 Sejarah Perusahaan

PT. Batam Bintang Telekomunikasi dikenal dengan singkatan BBT merupakan perusahaan penyedia layanan telekomunikasi yang berdiri sejak 15 Juni 1996. Perusahaan ini memfokuskan layanannya pada penyelenggaraan telepon dasar dengan jaringan tetap lokal. Kantor pusat PT BBT berlokasi di Batamindo Industrial Park, Jl. Markisa No.1, Mukakuning, Batam, Kepulauan Riau. Seiring berjalannya waktu, BBT terus berkembang dan menjadi salah satu perusahaan yang mendukung kebutuhan komunikasi di kawasan industri Batam dan Bintan.



Gambar 2.1 PT. Batam Bintang Telekomunikasi

BBT memiliki sejumlah divisi kerja yang menjalankan operasional perusahaan, seperti bagian teknisi lapangan, teknisi gangguan, pusat layanan jaringan (*network office center*), PIC, serta unit ICUSE yang bertanggung jawab dalam pengelolaan data pelanggan. Dalam pelaksanaan tugasnya, khususnya bagi teknisi lapangan, diperlukan ketahanan fisik dan mental karena pekerjaan ini sering kali dilakukan di tempat tinggi dan berisiko, seperti tergelincir, jatuh, maupun terkena sengatan listrik.

Awalnya, pendirian BBT bertujuan untuk menyediakan layanan telepon (PSTN) yang difokuskan pada kawasan industri dan bisnis milik kelompok Batamindo, khususnya di Batamindo Industrial Park (Mukakuning), Bintan Industrial Estate (Lobam), dan kawasan wisata Bintan Resorts (Lagoi). Seiring dengan kemajuan teknologi, BBT memperluas layanannya mencakup akses internet dan *leased circuit*.

Memasuki tahun 2017, BBT mulai memperluas cakupan layanan telekomunikasinya ke tingkat nasional. Layanan telepon tetap telah tersedia di berbagai kota besar seperti Jakarta, Bandung, Surabaya, Bogor, Semarang, Denpasar, Medan, Pekanbaru, dan Palembang. Tak hanya itu, BBT juga mengembangkan unit usaha *Managed Service Provider* (MSP) yang

menyediakan jasa outsourcing di bidang solusi teknologi informasi, dengan fokus pada pengoperasian sistem, dukungan teknis, serta integrasi sistem telekomunikasi.

(Sumber: www.bbt.co.id).

PT Batam Bintan Telekomunikasi (BBT) memiliki visi untuk menjadi operator telekomunikasi dan informatika yang terkemuka di Indonesia. Visi ini mencerminkan komitmen perusahaan untuk terus tumbuh dan bersaing di tengah perkembangan pesat industri telekomunikasi dengan menghadirkan layanan yang andal, modern, dan menjangkau lebih luas.

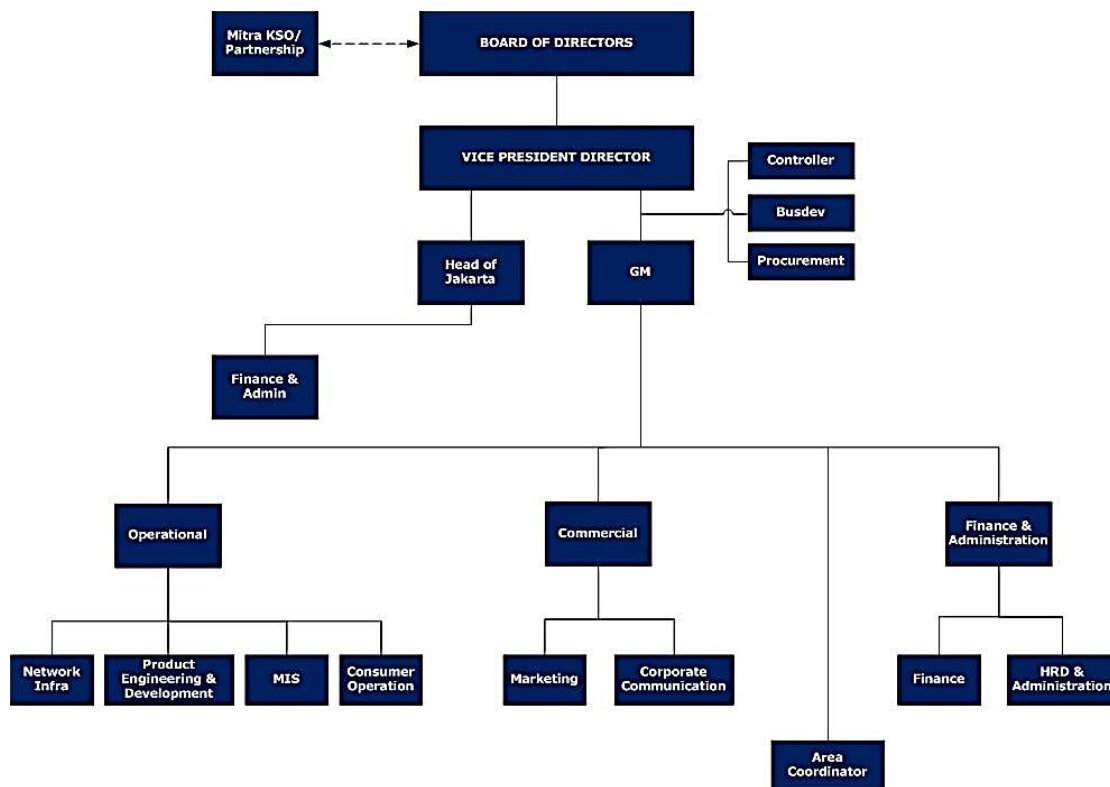
Untuk mendukung pencapaian visi tersebut, perusahaan merumuskan misi yang terfokus pada tiga hal utama, yaitu:

1. Pertama, memberikan layanan terbaik dan produk berkualitas tinggi dengan harga yang kompetitif guna memenuhi kebutuhan pelanggan secara maksimal.
2. Kedua, mengelola bisnis dengan menerapkan praktik terbaik serta mengoptimalkan sumber daya manusia yang unggul dan teknologi yang kompetitif agar operasional perusahaan berjalan secara efisien dan inovatif.
3. Ketiga, membangun kemitraan yang saling menguntungkan dan mendukung secara sinergis, sejalan dengan perluasan wilayah pelayanan yang dilakukan oleh perusahaan.

Melalui visi dan misi ini, BBT berupaya menjadi perusahaan yang tidak hanya unggul dalam layanan, tetapi juga berkontribusi dalam membangun ekosistem digital yang lebih luas dan berkelanjutan.

2.2 Struktur Organisasi

Struktur organisasi PT Batam Bintan Telekomunikasi (BBT) dirancang untuk mendukung efektivitas dan efisiensi operasional perusahaan, dengan pembagian tugas dan tanggung jawab yang jelas pada setiap bagian, seperti yang dapat dilihat pada Gambar 2.1 berikut.



Gambar 2.2 Struktur Organisasi PT. Batam Bintang Telekomunikasi

Pada tingkat tertinggi terdapat Dewan Direksi (*Board of Directors*) yang memiliki tanggung jawab utama dalam menetapkan visi, misi, serta arah strategis perusahaan secara keseluruhan. Mereka juga berperan dalam mengawasi seluruh operasi perusahaan guna memastikan pencapaian tujuan jangka panjang.

Untuk memperkuat kerjasama eksternal, perusahaan memiliki bagian Mitra KSO/Partnership yang bertugas mengelola hubungan kemitraan dan kerja sama operasional dengan pihak luar yang terlibat dalam kegiatan bisnis perusahaan. Di bawah Dewan Direksi terdapat Wakil Presiden Direktur (*Vice President Director*) yang membantu pengawasan operasional harian serta menjembatani komunikasi antara jajaran direksi dan manajemen. Sementara itu, bagian *Controller* bertanggung jawab terhadap pengendalian keuangan, termasuk pelaporan keuangan, audit internal, dan kepatuhan terhadap regulasi finansial.

Unit Quality Assurance memiliki peran penting dalam memastikan bahwa setiap produk atau layanan perusahaan memenuhi standar kualitas yang ditetapkan, sedangkan *Business Development* (Busdev) berfokus pada pengembangan usaha, pencarian pasar baru, serta inovasi produk dan layanan. Di sisi lain, *Procurement* menangani proses pengadaan barang dan jasa agar efisien dan sesuai anggaran.

Untuk mendukung kegiatan regional, terdapat *Head of Jakarta* yang mengelola seluruh operasional perusahaan di wilayah Jakarta, dan *Area Coordinator* (Koordinator Wilayah) yang mengawasi jalannya kegiatan di berbagai wilayah operasional. *General Manager* (GM)

bertugas mengoordinasikan seluruh divisi, memastikan implementasi strategi perusahaan berjalan optimal, serta menjadi penghubung antara manajemen atas dan bawah.

Dalam hal pengelolaan keuangan dan administrasi, terdapat unit Finance & Admin yang bertanggung jawab atas akuntansi, pelaporan, anggaran, serta urusan administratif. Sementara itu, bagian Operational memastikan kelancaran kegiatan inti perusahaan, dan Network Infrastructure bertanggung jawab atas pemeliharaan sistem jaringan yang menjadi tulang punggung layanan telekomunikasi.

Unit Product Engineering & Development mengembangkan produk yang sesuai dengan kebutuhan pasar, sementara *Management Information Systems (MIS)* mendukung pengambilan keputusan melalui pengelolaan data yang akurat. Untuk urusan pelanggan, *Consumer Operation* memastikan pelayanan berjalan baik, dan Commercial fokus pada penjualan, pemasaran, serta komunikasi perusahaan guna mendorong pertumbuhan bisnis.

Divisi Marketing memegang peranan penting dalam promosi, branding, dan penyusunan strategi pemasaran. Sedangkan *Corporate Communication* mengelola komunikasi internal dan eksternal perusahaan termasuk hubungan dengan media. Pada tingkat wilayah, terdapat *Finance & Administration, Finance*, serta HRD & Administration yang mengelola keuangan, administrasi, dan sumber daya manusia secara regional. Dengan struktur organisasi yang terintegrasi ini, PT Batam Bintan Telekomunikasi mampu menjalankan operasionalnya secara profesional, adaptif terhadap perubahan industri, serta berorientasi pada pertumbuhan dan kepuasan pelanggan.

2.3 Kegiatan Umum Perusahaan

PT Batam Bintan Telekomunikasi (BBT) merupakan perusahaan yang bergerak di bidang telekomunikasi dan informatika dengan cakupan layanan yang luas dan beragam. Kegiatan utama perusahaan berfokus pada penyediaan layanan teleponi, internet, serta jasa pendukung infrastruktur digital bagi masyarakat dan pelaku usaha, baik skala kecil hingga korporasi besar.

Perusahaan ini memiliki *coverage area* yang mencakup berbagai kota, memperluas jangkauan layanan komunikasi di Indonesia. Wilayah layanan tersebut didukung oleh legalitas usaha yang sah, seperti lisensi Jaringan Tetap Lokal (Jartaplok) berdasarkan SK Menkominfo No. 448 Tahun 2020, Jaringan Tetap Tertutup (Jartup) melalui perizinan berbasis risiko dengan izin 91200052720840004, *Internet Service Provider (ISP)* berdasarkan SK Menkominfo No. 556 Tahun 2018, serta lisensi Penyelenggaraan Jasa Telekomunikasi Internet (ITKP) dari SK Menkominfo No. 861 Tahun 2015. Lisensi ini menjadi dasar hukum dan jaminan mutu atas layanan yang diberikan kepada pelanggan.

Dalam hal produk dan layanan, BBT memiliki tiga kategori utama: Telephony, Internet, dan Collocation.

1. Telephony

PT BBT menyediakan berbagai layanan teleponi yang disesuaikan dengan segmen pengguna:

- a. Ofon Home: Layanan telepon rumah dengan kualitas suara jernih dan stabil untuk kebutuhan komunikasi keluarga.
- b. Ofon Small Business: Ditujukan bagi usaha kecil, memberikan solusi komunikasi dengan efisiensi biaya.
- c. Ofon Lite Biz: Dirancang untuk bisnis menengah, dengan fitur-fitur yang mendukung kegiatan operasional harian.
- d. SIP Trunk: Layanan SIP trunking yang memungkinkan perusahaan menghubungkan sistem PBX internal ke jaringan telepon publik, memberikan fleksibilitas komunikasi.
- e. PBX: Solusi *Private Branch Exchange* yang memungkinkan manajemen komunikasi internal perusahaan secara efisien dan terintegrasi.

2. Internet

BBT juga menyediakan layanan internet yang dapat disesuaikan dengan kebutuhan pengguna:

- a. Dedicated: Internet dengan koneksi tinggi dan stabil, cocok untuk perusahaan yang memerlukan keandalan dan *bandwidth* tinggi.
- b. Broadband: Layanan internet cepat dan terjangkau bagi pengguna rumah maupun bisnis.
- c. WiFi: Layanan jaringan nirkabel di area publik maupun lingkungan perkantoran untuk memberikan akses internet yang mudah dan nyaman.

3. Collocation

Untuk mendukung kebutuhan infrastruktur digital, BBT menawarkan layanan:

- a. *Telecommunication Tower*: Penyewaan menara telekomunikasi bagi operator lain dalam membangun jaringan mereka.
- b. *Space*: Penyewaan ruang untuk instalasi perangkat telekomunikasi atau fasilitas data center.
- c. *Server Rack*: Penyewaan rak server dalam data center yang aman dan andal, ideal bagi perusahaan yang ingin menyimpan data secara profesional.

BAB III

PELAKSANAAN MAGANG

3.1 Pelaksanaan Kerja

Selama menjalani magang di PT. Batam Bintang Telekomunikasi, penulis ditempatkan di bawah naungan tim *Marketing* dengan berbagai tugas yang diberikan. Tugas utama yang dilaksanakan meliputi membantu pengelolaan dokumen kontrak berlangganan pelanggan corporate, terlibat dalam kegiatan canvassing untuk mencari calon pelanggan potensial (TRP), serta menyiapkan laporan hasil kegiatan tersebut. Dalam pelaksanaannya, penulis memperoleh arahan langsung dari divisi *Marketing* untuk memastikan seluruh aktivitas magang berjalan sesuai dengan prosedur perusahaan.

Dalam menjalankan tugas, penulis memiliki tanggung jawab untuk menaati seluruh peraturan yang berlaku di lingkungan PT. Batam Bintang Telekomunikasi. Penulis juga menjaga komunikasi yang baik dengan seluruh karyawan, menjaga etika kerja dan kerapian lingkungan kerja, serta memberikan pelayanan terbaik dalam setiap aktivitas yang dilakukan. Seluruh kegiatan magang dilakukan di bawah divisi marketing, dan seluruh tugas harian dilaksanakan sesuai arahan dan bimbingan dari pembimbing lapangan dengan mengedepankan ketepatan waktu dan kualitas hasil kerja.

Target yang diharapkan selama proses magang antara lain adalah mengarsipkan minimal tiga kontrak pelanggan yang telah ditandatangani setiap minggu, serta menyiapkan tiga laporan *Minutes of Meeting* (MoM) dari kegiatan canvassing dalam kurun waktu seminggu. Selain itu, penulis juga ditargetkan untuk memperoleh pengalaman serta membangun relasi profesional yang dapat bermanfaat di kemudian hari, khususnya dalam dunia kerja industri.

Selama pelaksanaan tugas, terdapat beberapa kendala yang dihadapi penulis, terutama dalam kegiatan canvassing. Beberapa perusahaan yang menjadi target kunjungan tidak memberikan akses kepada peserta magang, sehingga membatasi ruang gerak dalam proses pengumpulan informasi. Selain itu, informasi mengenai *The Right Person* (TRP) yang menjadi target utama dalam kegiatan canvassing tidak banyak tersedia di media sosial, sehingga menyulitkan identifikasi prospek yang tepat untuk dihubungi oleh tim.

Dalam menyelesaikan tugas-tugas tersebut, penulis menggunakan beberapa perangkat lunak pendukung, di antaranya *Microsoft Office* (*Word*, *Excel*, dan *PowerPoint*) yang digunakan untuk menyusun laporan, mengelola data kontrak, dan membuat dokumen administrasi lainnya. Selain itu, *Google Workspace* juga sangat membantu dalam kolaborasi kerja tim, terutama dalam berbagi file secara daring menggunakan *Google Docs*, *Sheets*, dan *Gmail*.

Perangkat keras yang digunakan penulis selama magang mencakup laptop sebagai alat utama untuk menyelesaikan berbagai pekerjaan harian, kamera untuk mendokumentasikan kegiatan seperti meeting dan kunjungan lapangan, serta printer dan *scanner* untuk mencetak dan menggandakan dokumen penting. Seluruh perangkat ini sangat menunjang efisiensi kerja selama masa magang berlangsung.

Data dan dokumen utama yang diolah penulis selama magang terdiri dari daftar kontrak pelanggan corporate yang mencakup nomor kontrak dan status aktif atau tidaknya kontrak. Pengelolaan data ini dilakukan secara teliti agar mendukung administrasi perusahaan yang lebih rapi dan efisien. Selain itu, penulis juga menyusun laporan hasil canvassing yang berisi *Minutes of Meeting* (MoM), daftar TRP, serta dokumentasi meeting berupa foto dan catatan lapangan. Laporan ini disusun secara sistematis untuk memudahkan proses tindak lanjut oleh tim *Marketing*.

3.2 Kendala yang Dihadapi

Selama menjalani proses magang, penulis menghadapi beberapa kendala yang cukup memengaruhi kelancaran pelaksanaan tugas di lapangan. Salah satu kendala utama adalah keterbatasan akses untuk mengikuti kegiatan canvassing secara langsung, mengingat tidak semua perusahaan mitra memberikan izin bagi peserta magang untuk melakukan kunjungan atau observasi langsung ke lokasi mereka. Hal ini tentunya membatasi pemahaman penulis terhadap dinamika dan strategi pendekatan pelanggan secara langsung. Selain itu, tantangan lainnya muncul dari keterbatasan informasi mengenai TRP (*The Right Person*) atau calon prospek yang menjadi target dalam kegiatan canvassing. Informasi mengenai TRP sering kali tidak tersedia secara lengkap maupun akurat di media sosial atau sumber daring lainnya, sehingga menyulitkan dalam proses identifikasi dan pendekatan awal. Padahal, keberadaan data TRP yang jelas sangat penting untuk menunjang efektivitas dalam menjalin komunikasi awal dan membangun hubungan dengan calon pelanggan secara bertahap.

3.3 Mengatasi Kendala yang Dihadapi

Dalam menghadapi kendala keterbatasan akses untuk mengikuti kegiatan canvassing secara langsung, penulis berupaya untuk tetap aktif berkontribusi dengan cara mengalihkan fokus pada aspek pendukung kegiatan tersebut. Penulis melakukan inisiatif dengan membantu tim dalam menyiapkan dokumen administratif dan materi presentasi yang akan digunakan oleh karyawan saat kunjungan. Selain itu, penulis juga diberikan kesempatan oleh pembimbing lapangan untuk mengikuti *briefing* pra-canvassing agar tetap memperoleh pemahaman mengenai strategi

pendekatan pelanggan, meskipun tidak secara langsung terlibat di lapangan. Dukungan dan arahan dari pembimbing magang sangat membantu penulis dalam memahami dinamika canvassing meski secara tidak langsung, serta tetap dapat berkontribusi sesuai porsi yang diizinkan.

Untuk mengatasi kendala keterbatasan informasi mengenai TRP (*The Right Person*), penulis mengembangkan strategi dengan menggali data melalui pendekatan yang lebih sistematis. Salah satu cara yang digunakan adalah melakukan desk research yang lebih mendalam melalui situs resmi perusahaan, direktori bisnis, platform profesional seperti LinkedIn, serta memanfaatkan jaringan internal perusahaan. Selain itu, tim marketing memberikan pelatihan ringan terkait cara melakukan profiling pelanggan yang efektif, sehingga penulis dapat memahami pola dan ciri umum dari TRP yang sesuai dengan target bisnis perusahaan. Pendekatan ini sejalan dengan teori *Problem Solving Skills* menurut Robbins (2001), yang menyatakan bahwa keterampilan memecahkan masalah melibatkan kemampuan untuk mengidentifikasi alternatif solusi dan mengambil keputusan yang tepat berdasarkan informasi yang tersedia.

Dari sisi pribadi, penulis berupaya membangun komunikasi yang aktif dengan rekan satu tim dan bersikap proaktif dalam meminta arahan jika mengalami kebingungan atau kekurangan informasi. Penulis juga menerapkan prinsip *self-regulated learning* sebagaimana dijelaskan oleh Zimmerman (2000), yaitu kemampuan individu untuk secara mandiri mengatur tujuan belajar, mengembangkan strategi, serta memantau dan mengevaluasi kemajuan diri dalam menyelesaikan tugas-tugas.

Adapun dukungan dari pihak perusahaan, khususnya tim *Marketing* dan pembimbing lapangan, menjadi faktor penting dalam membantu penulis mengatasi hambatan tersebut. Tim memberikan ruang diskusi dan berbagi pengalaman terkait strategi pemasaran dan pengelolaan pelanggan yang telah mereka lakukan sebelumnya. Kolaborasi ini sesuai dengan pendekatan *Social Learning Theory* oleh Bandura (1986), yang menyatakan bahwa seseorang dapat belajar melalui observasi dan interaksi sosial dengan lingkungan sekitarnya. Melalui pembelajaran tidak langsung dari pengalaman rekan kerja, penulis mampu memperluas pemahaman dan mengembangkan keterampilan praktis yang relevan dengan dunia kerja.

Dengan kombinasi antara inisiatif pribadi, pemanfaatan sumber daya yang tersedia, serta dukungan lingkungan kerja, kendala-kendala yang dihadapi selama magang secara bertahap dapat diatasi. Proses ini tidak hanya memperkuat adaptabilitas penulis dalam lingkungan profesional, tetapi juga membentuk sikap problem solver yang sangat dibutuhkan dalam dunia industri saat ini.

BAB IV

KESIMPULAN

4.1 Kesimpulan

Berdasarkan pengalaman yang diperoleh selama melaksanakan magang di PT. Batam Bintan Telekomunikasi, penulis menyimpulkan bahwa kegiatan magang memberikan kontribusi signifikan dalam pengembangan keterampilan kerja dan pemahaman praktis di bidang pemasaran, khususnya dalam lingkup kegiatan administrasi kontrak dan canvassing. Penulis memperoleh pemahaman langsung mengenai proses pengelolaan data pelanggan *corporate*, penyusunan laporan kegiatan pemasaran, serta pemanfaatan perangkat lunak dan perangkat keras dalam menunjang efektivitas kerja.

Meskipun terdapat beberapa kendala dalam pelaksanaan tugas, seperti keterbatasan akses langsung ke lapangan dan minimnya informasi terkait calon pelanggan (TRP), penulis mampu mengatasi hambatan tersebut melalui inisiatif pribadi serta dukungan dari pembimbing dan tim *Marketing*. Selain itu, penerapan teori-teori seperti *problem solving*, *self-regulated learning*, dan *social learning* dapat membantu penulis dalam menyusun strategi penyelesaian masalah secara efektif dan profesional.

4.2 Saran

Adapun saran yang dapat diberikan setelah pelaksanaan kegiatan magang ini adalah sebagai berikut.

1. Untuk Mahasiswa/Magang Selanjutnya:

Disarankan agar peserta magang ke depannya mempersiapkan diri tidak hanya dalam aspek teknis, tetapi juga dalam hal komunikasi dan kemampuan adaptasi terhadap sistem kerja perusahaan. Memahami prosedur internal serta aktif berkoordinasi dengan pembimbing akan sangat membantu kelancaran pelaksanaan tugas.

2. Untuk PT. Batam Bintan Telekomunikasi:

Perusahaan diharapkan dapat terus memberikan ruang belajar yang luas bagi peserta magang, termasuk membuka kesempatan lebih besar untuk terlibat langsung dalam kegiatan lapangan seperti canvassing. Keterlibatan langsung akan memberikan pengalaman yang lebih komprehensif dalam pengembangan kompetensi mahasiswa.

3. Untuk Institusi Pendidikan:

Diharapkan institusi dapat membekali mahasiswa dengan pelatihan soft skill dan pemahaman praktis dunia kerja sebelum magang, seperti pelatihan komunikasi bisnis,

riset data, dan pengelolaan proyek. Hal ini akan memperkuat kesiapan mahasiswa dalam menghadapi tantangan di tempat magang.

DAFTAR PUSTAKA

- Bandura, A. (1986). *Social Foundations of Thought and Action: A Social Cognitive Theory*. Englewood Cliffs, NJ: Prentice-Hall.
- Robbins, S. P. (2001). *Organizational Behavior* (9th ed.). Upper Saddle River, NJ: Prentice-Hall.
- Zimmerman, B. J. (2000). *Attaining self-regulation: A social cognitive perspective*. In M. Boekaerts, P. R. Pintrich, & M. Zeidner (Eds.), *Handbook of Self-Regulation* (pp. 13–39). San Diego, CA: Academic Press.

LAMPIRAN

Lampiran 1. Dokumentasi





APPLICATION LETTER ON THE JOB TRAINING

I, the undersigned below apply for On the Job Training and willing to follow and comply on every procedures and rules that is applied in Hotel and Batam Tourism Polytechnic.



Name : Brightness Bill Boy N
Student Number : 2020020074
Passport / ID Card Number : 2171122504019004
Study Program : Food and Beverage Management
Hotel : PT. Batam Bintan Telekomunikasi
OJT Program (Department) : Back Office
Period : Mar 2025 – Sept 2025

Batam, Date/Time/Year,

Known by,
Head of Study Program
Food and Beverage Management

Proposed by,
Student,



Name
NIDN / NIK :

Name : Brightness Bill Boy
SN : 2020020074

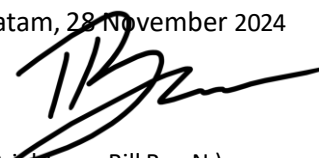
CURRICULUM VITAE

BIODATA MAHASISWA

FULL NAME / NAMA LENGKAP BRIGHTNESS BILL BOY N		PLACE & DATE OF BIRTH / TEMPAT & TGL. LAHIR BATAM, 25 APRIL 2001	
SEX JENIS KELAMIN	☒ MALE ☐ FEMALE LAKI-LAKI PEREMPUAN	NATIONALITY KEBANGSAAN INDONESIA	HEIGHT TINGGI BADAN 173 CM
STUDENT ID NIM 2020020074	RELIGION AGAMA KATOLIK		WEIGHT BERAT BADAN 68 KG
HOME ADDRESS / ALAMAT Pemda 1 blok N no 1			EMAIL / EMAIL JERISARAGIH@GMAIL.COM
MOBILE NO. No. PONSEL 081364035956		HOME PHONE NO. No. TELPON RUMAH	
POSITION PRACTICAL TRAINING DESIRED (max. 2 divisions in 1 Department Head) ☐ Kitchen Division ☐ Pastry Division ☒ Restaurant Division ☒ Bar Division ☐ Front Office Division ☐ Housekeeping Other ..F&B Service			
FORMAL EDUCATION / PENDIDIKAN FORMAL			
From <i>Dari</i>	To <i>Hingga</i>	School/Academy/University <i>Sekolah/Akademi/Universitas</i>	
2007	2012	SD Clarissa Batu Aji	
2013	2016	SMP N 11 Batam	
2016	2019	SMA Tunas Baru Jin Seung Batam	
2020	Present	Batam Tourism Polytechnic	
LANGUAGES BAHASA		Ability Kemampuan	Certificate Score (if any) Nilai Sertifikat (jika ada)
English <i>Bahasa Inggris</i>	☒ Fair <i>Biasa</i>	☐ Fluent <i>Lancar</i>	
Mandarin <i>Bahasa Mandarin</i>	☐ Fair <i>Biasa</i>	☐ Fluent <i>Lancar</i>	
Other Languages <i>Bahasa Lainnya</i>	☐ Fair <i>Biasa</i>	☐ Fluent <i>Lancar</i>	
WORKSHOP OR COURSES PELATIHAN/KURSUS YANG PERNAH DIIKUTI		Year Tahun	Place Tempat
SKILLS / KETERAMPILAN			
COMPUTER KOMPUTER ☐ MS. Office Adobe Photoshop		☒ Typewriting Mengetik	☐ Hotel Skills Keterampilan Hotel

☐ Corel Draw ☐ Other		
HEALTH / KESEHATAN		
How is your health? <i>Bagaimana kesehatan anda?</i>	☒ Excellent <i>Sangat Baik</i>	☐ Good <i>Baik</i>
Do you have any physical disability? E.g. Limbs, Sight, Hearing, etc <i>Adakah anda mengalami cacat fisik? Seperti lumpuh, cacat penglihatan, pendengaran, atau lainnya</i>	☐ Yes, please explain <i>Ya, tolong jelaskan</i>	☒ No <i>Tidak</i>
Have you ever had any operations or serious disease? <i>Apakah anda pernah menjalani operasi pembedahan atau mengidap penyakit serius?</i>	☐ Yes, please explain <i>Ya, tolong jelaskan</i>	☒ No <i>Tidak</i>
Do you suffer from any disease that requires medication? <i>Adakah anda mengidap sebarang penyakit yang memerlukan obat-obatan?</i>	☐ Yes, please explain <i>Ya, tolong jelaskan</i>	☒ No <i>Tidak</i>
Are you pregnant? <i>Apakah anda sedang mengandung?</i>	☐ Yes, please explain <i>Ya, tolong jelaskan</i>	☒ No <i>Tidak</i>
FAMILY / KELUARGA		
Name <i>Nama</i>	Relationship <i>Hubungan</i>	Home Address <i>Alamat Rumah</i>
Saluber Kasinius N	Ayah	Pemda 1 Blok N no 1
Riama Pardede	Ibu	Pemda 1 Blok N no 1
DECLARATION / PERNYATAAN ☒ I HEREBY DECLARE THAT THE INFORMATION GIVEN IS COMPLETE AND ACCURATE TO THE BEST OF MY KNOWLEDGE. I REALIZE THAT ALL MATERIALS SUBMITTED IN SUPPORT OF MY APPLICATION FOR ADMISSION BECOME THE PROPERTY OF YOUR HOTEL. I AM AWARE THAT ANY MISREPRESENTATION OR MISSION OF FACTS IN MY APPLICATION WILL JUSTIFY THE DENIAL OF ADMISSION, THE CANCELLATION OF ADMISSION OR EXPULSION. <i>Dengan ini saya menyatakan dengan sesungguhnya bahwa semua informasi yang saya sampaikan dalam dokumen ini adalah benar dan akurat. Saya menyadari bahwa semua dokumen yang saya gunakan untuk menunjang aplikasi pendaftaran ini menjadi milik hotel. Apabila diketemukan penipuan/pemalsuan atas informasi yang saya sampaikan, saya bersedia dikenakan sanksi.</i>		

Batam, 28 November 2024



(Brightness Bill Boy N)

Batam, 5 Maret 2025
Nomor : 042/HR/BBT/05-02/III/2025

Kepada Yth.
Politeknik Pariwisata Batam
Jln. Gajah Mada, The Vitka City Complex Tiban Batam
Up : Ibu Siska Amelia Maldin, S.Pd.,M.Pd

Perihal : **Magang Mahasiswa Poltek Batam**

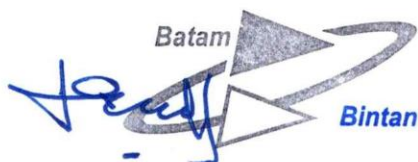
Dengan hormat,

Merujuk surat Ibu No. 091/SKL/BTP/III/2025 tanggal 4 Maret 2025, dengan ini kami sampaikan bahwa kami dapat menerima siswa Ibu untuk melakukan Magang di PT Batam Bintan Telekomunikasi dengan nama sebagai berikut :

No	Nama	Jurusan	Periode
1	Brightness Bill Boy Nainggolan	Back Office	Maret – September 2025

Demikian kami sampaikan atas Kerjasama yang baik kami ucapkan terima kasih.

Hormat kami,



Timbul Nainggolan
Chief Operation & Regulatory Officer

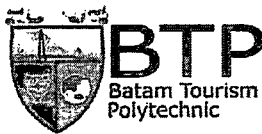
PT BATAM BINTAN TELEKOMUNIKASI

JAKARTA: Menara Batavia Lantai 12A Jalan
K.H. Mas Mansyur Kav. 126 Karet Tengsin, Tanah Abang,
Jakarta Pusat, 10220

Telp. 021-39700001

BATAM: Jalan Markisa No 1, Batamindo Industrial Park (BIP)
Mukakuning Batam 29433

Telp : (62-770) 612300 Fax. 612200
Telp Exchange Lobam : 0770-696100 Fax : 0770 – 696200
Telp Exchange Lagoi : 0770-691000 Fax : 0770 – 691200



POLITEKNIK PARIWISATA BATAM
Jl. Gajah Mada, The Vitka City Complex
Tiban, Batam, Kepulauan Riau 29425
Indonesia

Telp + 62 778 354 0889
Email: info@btp.ac.id
https://btp.ac.id

March 4th, 2025

Nomor : 091/SKL/BTP/III/2025
Subject : Statement Letter for OJT

To
Sir/Madam
HR Office
PT. Batam Bintan Telekomunikasi
Jln. Markisa no.1 Batamindo Industrial Park Mukakuning

Dear Sir/Madam,

On behalf of this letter, we are delighted to inform you of our student who is going to join the internship program at your hotel. The student's name is below :

Name : Brightness Bill Boy Nainggolan
NIM : 2020020074
Position : Back Office

This student has finished the first entry of administration and academic matters on campus and is permitted to join the internship program at your hotel. This 6 (six) months of internship program is mandatory for our students take to complete the study program on campus starting from 3/3/2025 until 9/3/2025. We hope that our student may contribute their skill and knowledge and gain experience during training.

We feel so honour to have this partnership in training and look forward to developing our future collaboration.

Best Regards



Siska Amelia Maldin, S.Pd., M.Pd
On Behalf of Director Batam Tourism Polytechnic

PT. Batam Bintan Telekomunikasi

Tgl Diterima : 4 / 5 / 2025
Nomor Agenda : 05 - 02
Diteruskan Ke : GM Kepri

Disposisi / Catatan :

DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	10 Maret 2025	Marketing	Arrived at 8 am, downloaded customer data from the ICUSE Website into a local folder on my laptop for further management purposes.		
2	Tuesday	11 Maret 2025	Marketing	Arrived at 8 am, downloaded customer data from the ICUSE Website into a local folder on my laptop for further management purposes.		
3	Wednesday	12 Maret 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes. We conducted direct mapping and canvassing in the industrial area of Sekupang to obtain accurate market data and potential.		

4	Thursday	13 Maret 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes. Delivering proposals for the Adhya Graha building, Sukajadi.		
5	Friday	14 Maret 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes. We conducted an inspection and survey of Lot 305 A which is located in the Batamindo Industrial Park area for mapping and data collection purposes.		



DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	17 Maret 2025	Marketing	Arrived at 8 am, downloaded customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
2	Tuesday	18 Maret 2025	Marketing	Arrived at 8 am, downloaded customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Meeting with Batamindo Investment Cakrawala at Batamindo Investment Cakrawala office.		

3	Wednesday	19 Maret 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Meeting with Event Organizer at Coffeeshop		
4	Thursday	20 Maret 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
5	Friday	21 Maret 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	24 Maret 2025	Marketing	Arrived at 8 am, downloaded customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Send parcels specifically to the top 30 best customers as a form of appreciation for their support so far.		
2	Tuesday	25 Maret 2025	Marketing	Arrived at 8 am, downloaded customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Send parcels specifically to the top 30 best customers as a form of appreciation for their support so far.		

3	Wednesday	26 Maret 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Send parcels specifically to the top 30 best customers as a form of appreciation for their support so far.		
4	Thursday	27 Maret 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
5	Friday	28 Maret 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	31 Maret 2025	Marketing	Holiday		
2	Tuesday	01 April 2025	Marketing	Holiday		
3	Wednesday	02 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
4	Thursday	03 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. We conducted direct mapping and canvassing in the area of Setokok to obtain accurate market data and potential.		

5	Friday	04 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. We conducted direct mapping and canvassing in the industrial area of Walakaka to obtain accurate market data and potential.		
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DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	07 April 2025	Marketing	Day Off		
2	Tuesday	08 April 2025	Marketing	Arrived at 8 am, downloaded customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Conducting field surveys to PT EPSON for mapping and analysis purposes.		
3	Wednesday	09 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Conducting field surveys to PT Rubycon for mapping and analysis purposes.		

4	Thursday	10 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Delivering PT Blackmagic Design customer data contracts as part of the follow-up to the collaboration.		
5	Friday	11 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	14 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Conducted a survey to Adhya Graha Building in order to plan the installation of cable lines.		
2	Tuesday	15 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Survey to the field because there is a problem of wrong excavation for cable lines in the Nongsa Special Economic Zone.		

3	Wednesday	16 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
4	Thursday	17 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
5	Friday	18 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	21 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
2	Tuesday	22 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
3	Wednesday	23 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

4	Thursday	24 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
5	Friday	25 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	28 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
2	Tuesday	29 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
3	Wednesday	30 April 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

4	Thursday	01 May 2025	Marketing	Holiday		
5	Friday	02 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		



DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	05 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Held a meeting with PT BIC regarding Microsoft Teams.		
2	Tuesday	06 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
3	Wednesday	07 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

				Survey to Adhya Graha building for router and cable line installation		
4	Thursday	08 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
5	Friday	09 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		



DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	12 May 2025	Marketing	Holiday		
2	Tuesday	13 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
3	Wednesday	14 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

4	Thursday	15 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Meeting with PT.Medianusa Permana at Morning Bakery Batamindo.		
5	Friday	16 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	19 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
2	Tuesday	20 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
3	Wednesday	21 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Meeting with PT. Lintasarta at Six Barrel Coffeeshop.		

4	Thursday	22 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
5	Friday	23 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Delivered subscription contract to Adhya Graha building.		

DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	02 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Giving away souvenirs randomly at ta.ti.do café.		
2	Tuesday	03 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Conducting surveys at PT Eaton in the batamindo industrial park area		

3	Wednesday	04 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
4	Thursday	05 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Conduct area inspections through survey activities or field patrols to guard against other providers.		
5	Friday	06 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	26 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
2	Tuesday	27 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
3	Wednesday	28 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Meeting with PT.Jinghao at Batamindo Investment Cakrawala.		

4	Thursday	29 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
5	Friday	30 May 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Conduct area inspections through survey activities or field patrols to guard against other providers.		

DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	09 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
2	Tuesday	10 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Delivered the subscription contract to PT. Blackmagic Design for signature.		
3	Wednesday	11 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

				We conducted direct mapping and canvassing in the Kabil Integrated Industrial Estate to obtain accurate market data and potential.		
4	Thursday	12 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Conduct area inspections through survey activities or field patrols to guard against other providers.		
5	Friday	13 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	16 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
2	Tuesday	17 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Requesting a bill to Adhya Graha building		
3	Wednesday	18 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

4	Thursday	19 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Conduct area inspections through survey activities or field patrols to guard against other providers.		
5	Friday	20 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	23 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
2	Tuesday	24 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Meeting with MNC-Group at PT. Batam Bintan Telekomunikasi.		
3	Wednesday	25 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

4	Thursday	26 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Conduct area inspections through survey activities or field patrols to guard against other providers.		
5	Friday	27 June 2025	Marketing	Holiday		

DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	30 June 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
2	Tuesday	01 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
3	Wednesday	02 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

4	Thursday	03 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Conduct area inspections through survey activities or field patrols to guard against other providers.		
5	Friday	04 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	07 Jul 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
2	Tuesday	08 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
3	Wednesday	09 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

4	Thursday	10 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Conduct area inspections through survey activities or field patrols to guard against other providers.		
5	Friday	11 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	14 Jul 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
2	Tuesday	15 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Meeting with Batamindo Investment Cakrawala.		
3	Wednesday	16 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Meeting with Aglow Hotel Harbour Bay Batam.		

4	Thursday	17 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Conduct area inspections through survey activities or field patrols to guard against other providers.		
5	Friday	18 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

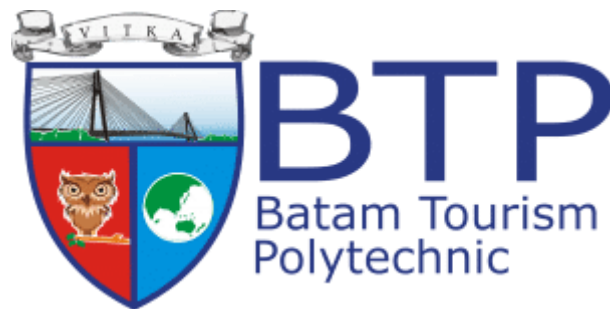
DAILY ACTIVITIES

Name : Brightness Bill Boy N
Student Number : 2020020074
Department : Food and Beverage Management

No.	Day	Date	Section	Activities	Sign (By PT)	Note
1	Monday	21 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
2	Tuesday	22 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
3	Wednesday	23 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

4	Thursday	24 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Conduct area inspections through survey activities or field patrols to guard against other providers.		
5	Friday	25 July 2025	Marketing	Arrived at 8 am, continue downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		

**LOG BOOK MINGGUAN KEGIATAN MAGANG MAHASISWA
MANAJEMEN TATA HIDANG**



Disusun Oleh :

**Brightness Bill Boy N
2020020074**

PT. Batam Bintan Telekomunikasi

**MANAJAMEN TATA HIDANG
POLITEKNIK PARIWISATA BATAM
2025**

**LOG BOOK MINGGUAN KEGIATAN MAGANG MAHASISWA
DI PT. BATAM BINTAN TELEKOMUNIKASI**

LEMBAR PENGESAHAN

Disusun oleh : **Brightness Bill Boy N**
2020020074

Telah disetujui oleh

Dosen Pembimbing Magang	Sr. Account Manager
	
Dailami, M.Pd	Novianda Herdiyanti
NIDN : 1001109202	Employee ID : 971978

Mengetahui,
Kepala Program Studi Manajemen Tata Hidang


Dr. Rezki Alhamdi, M.M.Par
NIDN : 1030089101

LOG BOOK MINGGUAN KEGIATAN MAGANG MAHASISWA

DI PT. BATAM BINTAN TELEKOMUNIKASI

Nama : **Brightness Bill Boy N**
 NIM : **2020020074**

Tanggal	Kegiatan	Bukti	Tanda Tangan
10 – 14 Maret 2025	Delivering proposals for the Adhya Graha building, Sukajadi.		
	We conducted an inspection and survey of Lot 305 A which is located in the Batamindo Industrial Park area for mapping and data collection purposes.		
17 – 23 Maret 2025	Meeting with Batamindo Investment Cakrawala at Batamindo Investment Cakrawala office.		
	Meeting with Event Organizer at Coffeeshop.		

24 – 30 Maret 2025	Send parcels specifically to the top 30 best customers as a form of appreciation for their support so far. Send parcels specifically to the top 30 best customers as a form of appreciation for their support so far.	 	 
31 Maret – 6 April 2025	We conducted direct mapping and canvassing in the area of Setokok to obtain accurate market data and potential. We conducted direct mapping and canvassing in the industrial area of Walakaka to obtain accurate market data and potential.	 	 

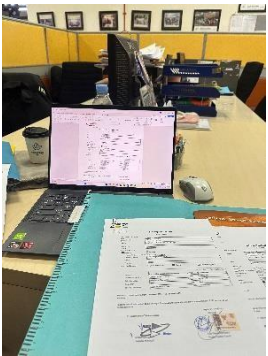
7 – 13 April 2025	Conducting field surveys to PT Rubycon for mapping and analysis purposes. Delivering PT Blackmagic Design customer data contracts as part of the follow-up to the collaboration.	 	 
14 – 20 April 2025	Conducted a survey to Adhya Graha Building in order to plan the installation of cable lines. Survey to the field because there is a problem of wrong excavation for cable lines in the Nongsa Special Economic Zone.	 	 

5 – 11 May 2025	Survey to Adhya Graha building for router and cable line installation Meeting with PT.Medianusa Permana at Morning Bakery Batamindo.	 	 
12 – 18 May 2025	Delivered subscription contract to Adhya Graha building. Meeting with PT.Jinghao at Batamindo Investment Cakrawala room meeting.	 	 

19 – 25 May 2025	Giving away our souvenirs randomly at ta.ti.do café. Meeting with PT. Alteco at Alteco Ofiice room.	 	 
26 May – 01 June 2025	We conducted direct mapping and canvassing in the Bintang Industrial Estate to obtain accurate market data and potential. Meeting with PT. Lintasarta at Six Barrel Coffeeshop.	 	 

02 – 08 June 2025	Conducting surveys at PT Eaton in the batamindo industrial park area Conduct area inspections through survey activities or field patrols to guard against other providers.	 	 
09 – 15 June 2025	Delivering PT Blackmagic Design customer data contracts as part of the follow-up to the collaboration. We conducted direct mapping and canvassing in the Kabil Integrated Industrial Estate to obtain accurate market data and potential.	 	 

16-20 June 2025	Downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers.		
23-27 June 2025	Meeting with MNC-Group at PT. Batam Bintan Telekomunikasi.		
	Conduct area inspections through survey activities or field patrols to guard against other providers.		

30 June – 04 July	Downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Conduct area inspections through survey activities or field patrols to guard against other providers.	 	 
07 – 11 July 2025	Downloading customer data from the ICUSE Website into a local folder on my laptop for further management purposes, Compile and complete soft contract files for subscribing customers. Conduct area inspections through survey activities or field patrols to guard against other providers.	 	 

