

## I. INTRODUCTION

### 1.1 Company History

PT Nutrifood Indonesia is a limited liability company that operates in the food industry and specializes in producing healthy foods and beverages. It was founded on February 2, 1979, in Semarang on the initiative of Mr. Hari Budiarto Darmawan, M.Sc. For 44 years, Nutrifood has been distributing its premium brands in over 30 countries. The office was initially located on Jalan Tanah Abang III No.31 in Jakarta, with the factory located in Semarang. However, in February 1995, the office was relocated to Jl. Rawabali II/No.3, Pulo Gadung Industrial Area, East Jakarta.

Meanwhile, the factories were relocated to Ciawi, Sentul, and Cibitung to expand the target market and simplify consumer service. For the certification, Nutrifood already has Halal Guarantee System Certification for Ciawi, Cibitung, and Sentul Nutrifood Factories, ISO 14001:2004 certification for the Ciawi and Cibitung Nutrifood Factories. FSSC Certification for Cibitung Nutrifood Factory, and ISO 22000:2015 certification for the Ciawi Nutrifood Factory.



Figure 1. Company Logo

### 1.2 Vision and Mission

Nutrifood Indonesia has devoted itself to inspiring and promoting a healthy and cheerful life, both physically and psychologically. They believe prevention is better than treatment and always encourage a healthy society by controlling sugar, salt, and fat intake.

Their vision is "Helping our customers to achieve a longer healthy life through our reputable leading brands." The mission is "Inspiring a Nutritious Life."

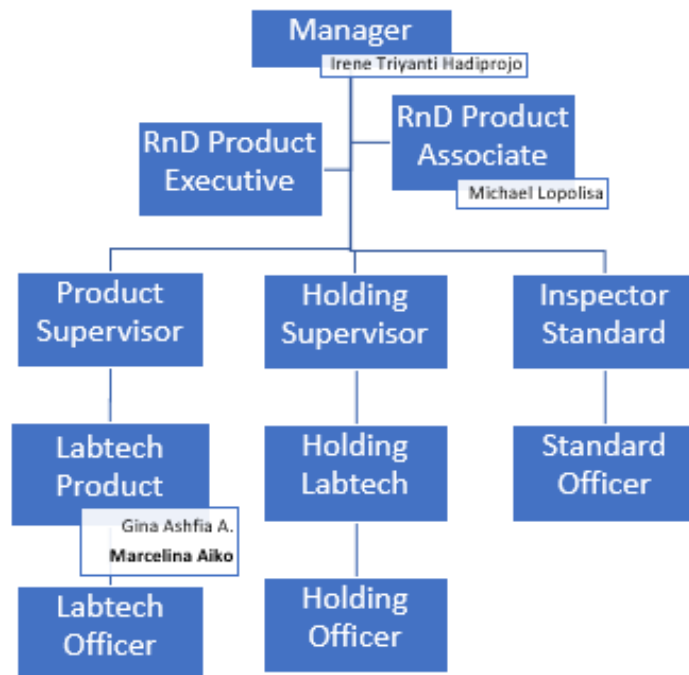
### **1.3 Company Activity**

Nutrifood became a pioneer and market leader that offered consumers a healthy lifestyle while fulfilling their current and future needs. It is reflected in their reputable brands: Tropicana Slim, Nutrisari, HiLo, L-Men, Nutrisari W'dank, and Lokalate.

- Tropicana Slim contains sugar-free products low in fat, salt, and calories, such as sweeteners, Ready to Drink (RTD), and Ready to Eat (RTE).
- Nutrisari is natural fruit juice with various flavors like orange, mango, grape, guava, apple, and many more. It offers powder form packaging and Ready to Drink (RTD) products.
- HiLo is milk with protein and natural minerals specially formulated for children and older people. Thus, it has high calcium that divers based on needs at each age.
- L-Men is a high-protein and low-fat dairy product that supports a healthy lifestyle and sports performance. It has benefits based on the product, such as gaining mass/losing mass, building muscle, and meeting protein intake.
- Nutrisari W'dank serves traditional Indonesian hot drinks packaged in powdered form that can be enjoyed anywhere and anytime. Nutrisari W'dank is made from selected original Indonesian spices (pandan, ginger, brown sugar, palm sugar, and coconut milk.) to present a taste of Indonesian heritage.
- Lokalate is a Local Sumatran Robusta coffee combined with popcorn, creating a unique and exotic taste. Apart from that, Lokalate contains low caffeine and is not too sweet.

Nutrifood Research Center, in collaboration with academia, continuously explores product development and innovation to reach a healthier and sustainable lifestyle, now and in the future. Research and Development (R&D) is the cornerstone of Nutrifood products to develop delicious and convenient in their varied goods and services.

#### 1.4 Organizational Structure



**Figure 2.** Powder and Ready to Drink (RTD) Products R&D (RPP)

**Figure 2.** shows the organizational structure of Powder and Ready to Drink (RTD) Products R&D (RPP) in PT Nutrifood Indonesia Ciawi Sector. The manager is responsible for monitoring employees in a certain department to make sure it's doing properly with relation to personnel, equipment, scheduling, time and processing of each division, conducting evaluations and assessments of employees. The RnD Product associate and RnD product executive will report to the manager directly for the ongoing operations or current product issues. Thus, they also negotiate with suppliers to get premium ingredients at reasonable

costs. Moreover, the product team formulated the products, refined the existing products, analyzed samples and reported findings and issues to the senior management.

Meanwhile, the holding team is in charge of products that have complaints or issues from the production or the consumer. Lastly, the standard unit is liable for assessing requirements, performing visual and measurement checks, and inspecting and certifying incoming items. The officer will help to stock and weigh the ingredients, then the lab tech directly deals with the product, and the supervisor or inspector will get the results and coordinate further activities.

### **1.5 Student's Departement**

Research and Development (R&D) is important to the profitability of the food and beverage sector, helping companies to maintain their competitiveness in a constantly shifting market. It continuously creates new items that suit the evolving trends and consumer demand of its clients while also enhancing current procedures. The R&D department is also responsible for process simplification, cost-cutting, and revenue enhancement through forecasting instruments to improve inventory management. In PT Nutrifood Indonesia, the intern was positioned as a Labtech Product and responsible for new product development and enhancing existing products of, orange powder drink and RTD products (oat and almond).