

I. INTRODUCTION

1.1 Brief History

Pandus Food Industry is an individual company located in Purbalingga, Central Java. The company was founded in 1977. The first established company name was PS. Guide Sari. PS is short for Factory *sohun*, in Indonesian '*Pabrik sohun*'. Pandus Food Factory have around 150 employees and have 3.2 hectare(ha) or 32,000m² of land for their product process. The products provided by Pandus Food Industry are two types of noodle, (1) *sohun* and (2) egg noodle. The work place for *sohun* and egg noodles are separate in different buildings based on product.

The beginning of the company was producing *sohun*, since it was widely consumed by Indonesian people. Industry uses the sun-dried method which is a traditional drying method of spreading materials under sunlight to reduce moisture content. In 1990, they started producing dried egg noodles using the sun-dried method too. After 5 years, in 1995, they started producing egg noodles using oven-dried methods as science and technology developed. Until now, Pandus Food Industry concentrated on the production and contribution of noodle products, *sohun* and egg noodle, appropriate for the food industry. Use the same drying technique to produce, sun-dried method for *sohun* and oven-dried for egg noodles. Between 1.5 tons and 3 tons of sago starch is used every day, but this is irregular due to fluctuations such as weather and order quantity. From 1.5 tons of sago starch, it produces around 1.3 tons of *sohun*. Therefore, approximately 45 tons to 50 tons of *sohun* are produced each month and sold to Central Java and West Java. The company complies with following main principles when managing business and operations: trust and good customer relations first, ensuring strict administration of a food safety and tracking technique, providing affordable prices, securing excellent group proficiency, and providing efficient services.

1.2 Vision and Mission

As a company dedicated to developing and producing the best quality products, Pandus Food Industry has following vision, and missions to secure distinguishes progress and success:

1. Vision:

- To develop into one of Indonesia's leading *sohun* producers.
- To be a leading provider of good quality foods with consistency that will leave a lasting Impression.

2. Mission:

- Prioritize customer satisfaction through safe and high-quality production.
- Continuous improvement to satisfy customers in terms of quality, delivery and cost.
- Progressively implement quality control systems and food safety improvements.

1.3 Main Activities

Pandus Food Industry produces dried egg noodles and *sohun*, which are often consumed by Indonesians. They produce, package, and distribute products with experienced production supervisors and well-trained sales staff to provide customers the highest quality products and services.

Dried egg noodles are a type of pasta made from wheat flour and eggs and versatile ingredient commonly used in Asian cuisine. I had an internship in the department of *sohun*, which is another product from Pandus Food Industry. The raw material of *sohun* is sago, a type of starch that's commonly extracted from a palm called Metroxylon sagu. The product of *sohun* is produced in a sun-dried method. The products packaged by plastic packaging, The durability and sealability of plastics packaging protects goods from deterioration and increases shelf life. The Pandus Food Industry produces products classified into three types in total as shown in **Figure 1**. The diffrenties of the three product types are based on kilograms. *Sohun Cap Hiu Biru* consists of 1.7 kilograms, the

highest weight. Sohun Cap Hiu Biru consist of 1.5 kilograms and Sohun Cap 4 Berlian consist of 0.9 kilograms. The reason why the Pandus Food Industry decided to divide the types depends on kilograms is to give buyers various options. The sales rate also increases by allowing the buyer to select the desired product in consideration of the convenience of the buyer. The target of Pandus Food Industry are Central Java and West Java. In order to promote *sohun* more in relation to sales, they carried out a project to spread out *sohun* through social media Instagram.

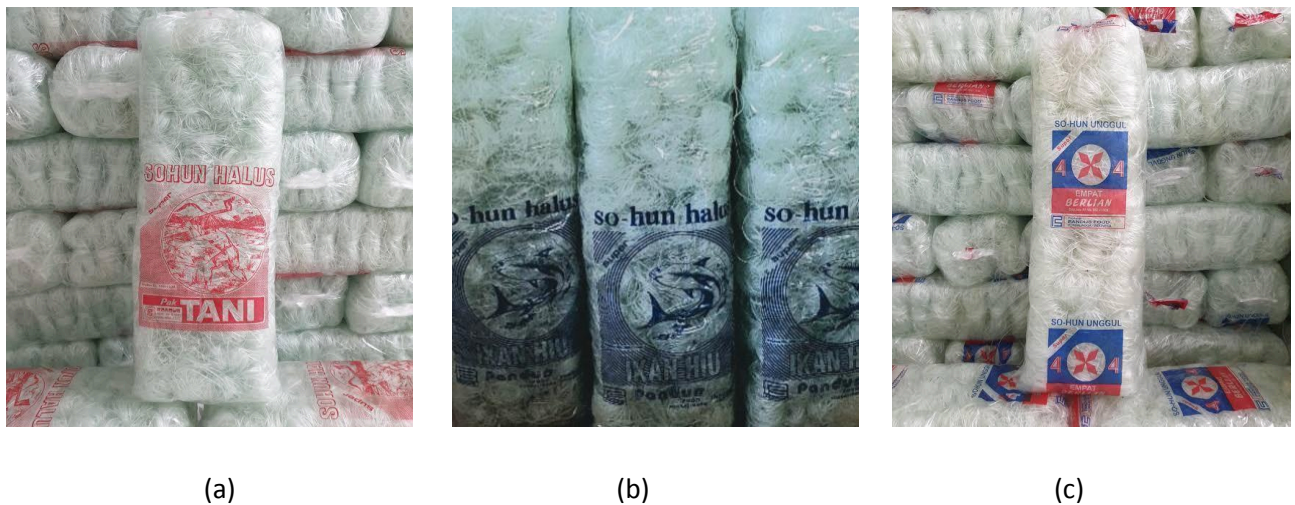


Figure 1. Products of Pandus Food Industry (a) Sohun Cap Pak Tani Merah (b) Sohun Cap Hiu Biru (c)

Sohun Cap 4 Berlian

1.4 Organizational Structure

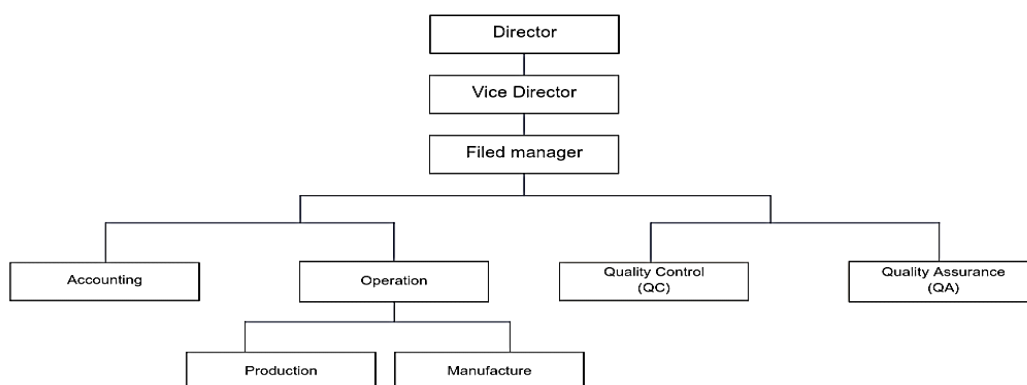


Figure 2. Pandus Food Industry's organizational structure

Pandus Food Industry's organizational structure includes 6 departments : (a) Accounting, responsible cash flow transactions including such as financial record and report, payroll, and budgeting, (b) Operation, divided into production and manufacture, responsible production process completed from begins to end, (c) Quality control, ensure resulting product is of high quality by reviewing and detecting the process, and (d) Quality assurance, involve production, packaging and delivery to prevent failure quality of product by services guaranteeing the quality of products created by the Industry. Reaching the vision and missions is done through execution of Pandus Food Industry's organizational structure **(Figure 2)** containing a number of proficient and around individuals. These efforts undoubtedly include numerous tests for production of products, improvement of industry equipment to keep pace with production demand, expansion of seller options, and selection of the foremost materials and/or ingredients.

1.5 Student's Unit

My position during the internship was to work in the production part as a productive team, learning the production process of *sohun* in detail. I participate in a productive team to learn and observe the production process of *sohun*, and have another literature review to gain knowledge. Based on information I learned, having a project to promote *sohun* using promotion strategies. The first thing I did was hold a meeting with field supervisors and mentors to discuss the project. In conclusion, we decided to open an Instagram account and carry out a project to promote the industry's products in order to spread more information about the *sohun*. For the first step, I was responsible for operating the Instagram account such as deciding name and logo. Through continuous online and offline activities, I received training and discussed product descriptions, production processes, and how to effectively promote the products. Before posting, I searched various papers and materials to refer to product information, research popular designs, and created a post using Canva with the company's products and information. Once the design is completed, I get

confirmed by the mentor first and then upload to the Instagram feed or story. In addition, I also paid attention to Instagram management including account followers, number of visitors, and analyzing factors which attract visitors' interest.