

CHAPTER I. INTRODUCTION

1.1 Brief History

PT Herba Utama was officially established on April 9, 2010. Operating as a multi-sector manufacturing enterprise situated within the Jababeka Industrial Estate in Cikarang, Bekasi, West Java, the company began its operational journey shortly thereafter.

A pivotal milestone occurred in 2012 when PT Herba Utama commenced operations in the traditional medicine and health supplement sector, securing its initial production license (No. HK.07.02/V/053/12) from the Indonesian Ministry of Health. This was followed by diversification into the processed food market in 2014 with the launch of the widely recognized “Madu Enak” honey product line. Continuous expansion of capabilities marked the following years, notably the entry into Household Health Supplies (PKRT) in 2019 and the establishment of a medical accessories division in 2020.

1.2 Vision & Mission

The vision is to become a leading industry in the manufacturing of traditional medicines, health supplements, processed foods, household health supplies (PKRT), and medical devices, thereby playing a fundamental role in elevating the quality of life concerning community health and overall well-being. Additionally, the company’s mission is to:

- To ensure the availability of high-quality products and services at affordable price points for the general public.
- To continuously undertake the innovative development of products.
- To cultivate the competency of human resources (HR) to foster both professionalism and a commitment to public welfare

1.3 Main Activity

PT Herba Utama operates as a multi-sector manufacturing enterprise primarily engaged in the production of five core product categories: traditional medicines, health supplements, processed foods, household health supplies (PKRT), and medical devices. The company maintains a substantial operational scale, supported by production facilities strategically located across three sites within the Jababeka Industrial Estate. The production capabilities are extensive, featuring modern technology and formulations developed through expert research and development. The annual throughput includes significant volumes such as 53 million tablets and 47 million capsules. In the processed food sector, the company focuses on water-based, non-carbonated flavored drinks, notably the "Madu Enak" honey product line.

The company's core activities are intrinsically supported by a robust and regulated quality management system. Quality Control (QC) begins with the selection of raw materials, moving through in-process monitoring, and concluding with final product testing, adhering to recognized international pharmacopeial standards, including the Indonesian Pharmacopoeia, United State Pharmacopoeia (USP), British Pharmacopoeia (BP), and European Pharmacopoeia (Eur. Ph.). Concurrently, the Quality Assurance (QA) department ensures systemic compliance through adherence to Good Manufacturing Practices (GMP) frameworks such as CPOTB/CPPOB/CPPKRTB/CPAKB, alongside international certifications like ISO 9001:2015, HACCP, and Halal Assurance protocols. Furthermore, the Research and Development (R&D) function is central to sustaining competitiveness, focusing on new product formulation and process optimization, often through institutional collaborations.

1.4 Organizational Structure

PT Herba Utama is designed to support multi-sector operations under the direction of a Director Panel, with key functions managed by specialized managers . The structure identifies nine

core functional departments responsible for both technical execution and systemic assurance. These departments include Quality Control (QC), Quality Assurance (QA), Public Relations (PR), Research and Development (R&D), Production Planning and Control (PPC), Engineering/Electrical Engineering (EG), Warehouse (WH FG/Raw Material), Human Resources/General Affairs (HR/GA), and Finance/Accounting (FA). The structure is depicted in **Figure 1**.

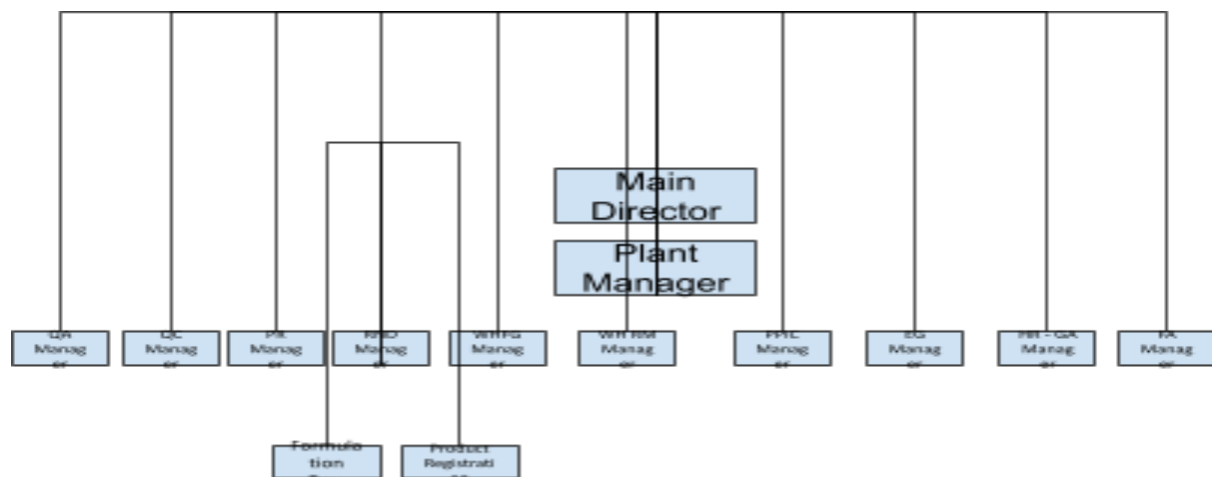


Figure 1. Organizational Structure of PT Herba Utama

1.5 Research and Development Department

The author was placed in the Research and Development (R&D) Department. This department serves as the principal engine for innovation and optimization within PT Herba Utama. The core function of the R&D unit is multi-faceted, initiating research for the development of novel formulations to expand the company's portfolio, with a particular emphasis on health supplements and functional food products. Simultaneously, the R&D team is responsible for the optimization of existing product formulations, focusing on enhancing quality, stability, and production process efficiency.