

# I. INTRODUCTION

## 1.1 Brief History of PT Amerta Indah Otsuka

PT Amerta Indah Otsuka, known as Otsuka, is an affiliate company of Otsuka Pharmaceuticals Co., Ltd., located in South Jakarta, Indonesia. In 1946, Otsuka Pharmaceuticals manufactured and sold infusion liquid as their first product. This company focuses on applying its company philosophy, "Otsuka-people creating new products for better health worldwide." This company strives to utilize assets and skills to develop diverse scientific solutions that contribute to the lives of the world's people through innovative and creative products. Later, in 1989, they expanded their products to food and beverages and finally produced Pocari Sweat as the first isotonic drink to replace ion and body liquid. PT Amerta Indah Otsuka was finally established in 1997 as the home for Pocari Sweat. This company has two factories in Sukabumi, West Java, and Kejayan, Pasuruan, East Java.

Some of its products already sold in the market are Pocari Sweat, Ion Water, Soyjoy, Oronamin C, and Fibe-mini. With its success in marketing products, the products produced have now been distributed to 34 provinces in Indonesia. PT Amerta Indah Otsuka is intensively distributing it directly through official branch offices and distributors spread throughout Indonesia and Southeast Asia. As the company progresses, the company is committed to continuing to improve quality by implementing the ISO 9001:2015 Quality Management System, ISO 22000: 2015 Food Safety System, and ISO 14001: 2015 Environmental Management System. Moreover, PT Amerta Indah Otsuka is committed to providing the best to consumers and the community through operational activities that uphold world-recognized quality and standards. Various parties have recognized this commitment and hard work through multiple certificates, such as Occupational Safety and Health Management System, Food Star Award, Quality Management ISO 9001, SNI ISO 45001:2018, Food Safety System Certification 22000 (FSSC 22000), SNI ISO 14001:2015, and Halal Assurance System Certificate.

## 1.2 Vision and Mission

PT Amerta Indah Otsuka strives to become a brilliant company by providing significant and trusted contributions for consumers. The company develops and maintains high-quality staff to produce high-quality products to achieve this goal. The company also prioritizes consumers' needs and prosperity, then seizes the opportunity in all aspects appropriately and innovatively for consumer welfare, satisfaction, and company development. Lastly, Otsuka develops and maintains mutually beneficial relationships with business partners and becomes a trusted company.

## 1.3 The Main Activity

PT Amerta Indah Otsuka mainly sells healthy and innovative products to maintain and improve consumers' health. Products that Otsuka currently sells are Pocari Sweat, Ion Water, Soyjoy, Oronamin C, and Fibe-mini (**Figure 1**).

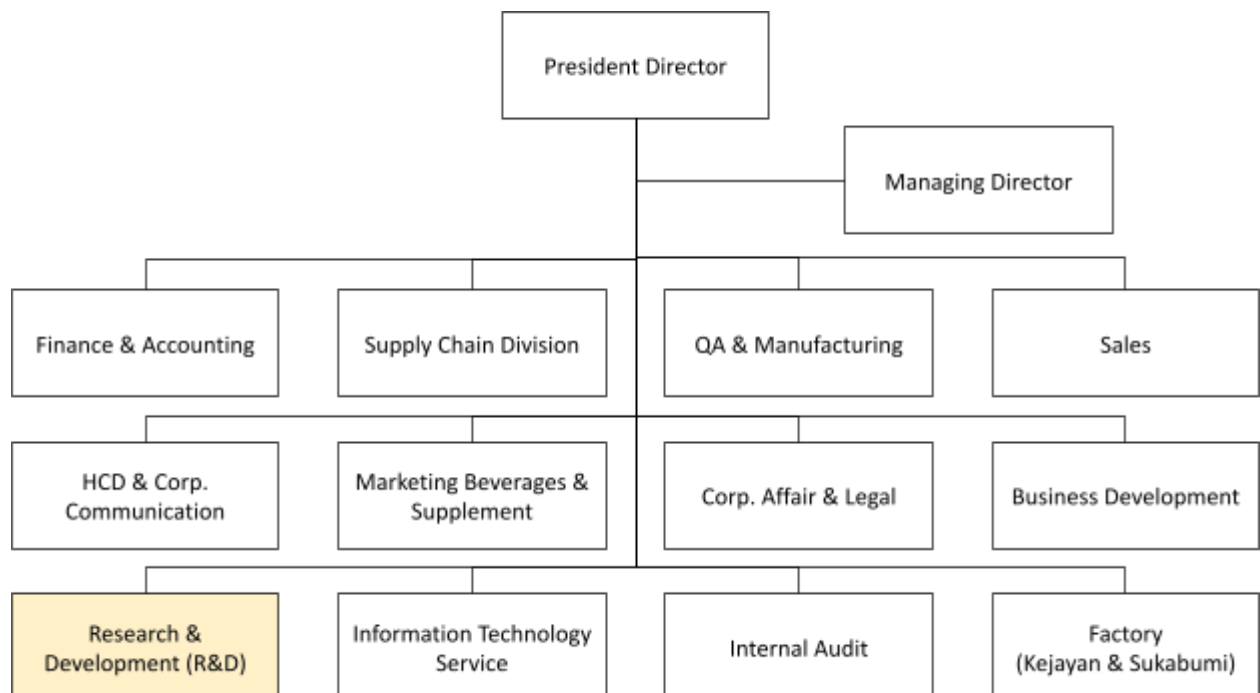


**Figure 1.** Products of PT Amerta Indah Otsuka

Pocari Sweat is an ion supply drink to replenish body ions to maintain body fluid balance, while Ion Water is a Pocari Sweat with lower calories. Soyjoy is a soy-based snack bar with a low Glycemic Index (GI), so it can help you stay full longer. It is also known to have high protein and fiber, along with vitamins and minerals that are good for health. Soyjoy now has seven variants: strawberry, raisin almond, almond and chocolate, Danish cheese, mocha choco cashew, tropical cranberries, and lekker and nuts. Additionally, Otsuka also has two other products, Oronamin C and Fibe-mini. Oronamin C is a carbonated vitamin drink containing vitamins C, B, and honey to help

maintain the immune system. The brown-colored bottles are used to keep the vitamin content inside the bottle. Furthermore, there is also a carbonated fiber drink called Fibe-mini. It is rich in fiber, which contains 6000mg of fiber to fulfill the 20% daily fiber requirement.

#### 1.4 Organizational Structure



**Figure 2.** PT Amerta Indah Otsuka's Organizational Structure

The organizational structure in PT Amerta Indah Otsuka is supervised by the president director, the highest position, followed by the managing director. Under their supervision, several divisions support the company, including finance and accounting, supply chain, QA & manufacturing, sales, HCD & corp. communication, marketing beverages & supplement, corp. affair & legal, business development, information technology service, internal audit, factory, and Research & Development (R&D), where the author did the internship.

## **1.5 Research and Development Department**

The research and development department in PT Amerta Indah Otsuka is divided into several teams with different job descriptions, two of which are the food and beverages development teams. Both development teams are responsible for developing new variants of food and beverage products in Otsuka. Food development teams are responsible for formulating and doing lab-scale trials; however, the beverages are responsible for doing research and lab experiments for the new products. The interns are expected to support the development process in both Otsuka's food and beverage products.