

I. INTRODUCTION

1.1 Brief history

PT Nutrisi Harapan Bangsa is a company which focuses on sports nutrition, producing and distributing various products designed for athletes and sports enthusiasts to fulfill their nutritional goals. The company was established near the end of 2017 by a group of passionate recreational cyclists which initially created their own nutritious and tasty energy bars to fuel their rides. Due to all the acclaims and compliments from their friends of these delicious and nutritionally dense energy bars, they saw an opportunity to sell these bars commercially under the brand name *Strive Indonesia*. This action was done by *Strive Indonesia* as an effort to develop Indonesia's sports nutrition industry as well as supporting and encouraging the development of world class athletes from Indonesia. Currently, the company's factory is located in Jl. Pangkalan III No. 8, Bantar Gebang, Bekasi and is managed under the supervision of Mr. Eduardus Aditya Bawono and Mrs. Ariane Eileen Suhardjo.

The first product launched by the company was an energy bar made from low glycemic index natural ingredients, giving the consumer a gradual and consistent increase in energy which optimizes performance and is suitable for diabetic patients. Thereafter, PT Nutrisi Harapan Bangsa has not stopped continuing their product development. By now, the company offers various sports nutrition products, which include a wide variety of energy bars, energy gel, high protein instant noodle, and its most recently launched product, protein bars. It has become one of the most notable sports nutrition companies in Indonesia and is expanding its brand by participating in numerous prestigious sports events in Indonesia, such as Jakarta Marathon, Superball, Tour de Ambarukmo, and Bromokom. Strive products are easy to find as it is available in many e-commerce platforms, such as Tokopedia, Shopee, Lazada, Bukalapak, Blibli, and TikTok Shop ; and is also distributed in many retail markets, such as Food Hall, Kemchick Market, Gelael Supermarket as well as in sports stores such as Decathlon and Rodalink. The company is expanding the range of its products to meet market demand and needs, and is working to develop cutting-edge products that are created expressly to meet those needs and demands.

1.2 Vision and mission

As a company with prominent passion to develop and manufacture highly nutritious products for athletes and sport enthusiasts, PT Nutrisi Harapan Bangsa has established the following vision and missions to ensure outstanding products and assistance for Indonesia's future athletes:

❖ Vision:

- To assist in the establishment of Indonesia as a powerhouse nation in sports and to support the development of more world class athletes and young athletes.

❖ Missions:

- Offer highly nutritious foods that have been scientifically proven to provide energy during physical activities.
- Support athletes by contributing as the sports nutrition provider in various sports events to fulfill their nutritional needs during training and competitions.
- Consistently develop and innovate products that help enhance people's performance during high intensity activities.

1.3 Main activities

Currently, PT Nutrisi Harapan Bangsa (*Strive Indonesia*) produces and distributes three kinds of products, which include energy bars, energy gels, high protein instant noodles, and protein bars, in which each product has a variety of different flavors. The energy bars and protein bars are produced in the factory while the energy gels and instant noodles are manufactured by other companies. The factory operates on weekdays (Monday to Friday), starting from 8 A.M. to 5 P.M., in which different flavors are produced everyday based on the remaining stock. The factory has an area of 6 x 18 meters and is divided into 6 rooms: Ingredient Receiving Room, Storage Room, Production Room, Baking Room, Work in Progress (WIP) Room, and Packaging Room. The production plan is made each day depending on the remaining Finished Goods Stock that the Production Head examined. The required ingredients are then taken out from the Storage Room into the Production Room where all the ingredients are roasted and weighed. After the mixtures are weighed, they will be mixed together using a commercial mixer. The blended mixture will be carried to the automatic line where it will be automatically shaped into a bar form with a predetermined dimension. The final product will be brought to the packaging room, where the packaging process will take place and the finished goods are stored. Below are all the products that PT Nutrisi Harapan Bangsa currently produces and distributes.



Figure 1. Strive Energy Bar Flavor Variants

The first products that Strive had released at the start of their business are the 5 variants of fullbar (40gr) energy bars which includes *Choco, Peanut Butter and Coffee, Coco Pandan, Salted Caramel, and Nasi Uduk* (**Figure 1**). These energy bars are made from natural and organic ingredients which are ensured to be vegan, low glycemic index, as well as free from preservatives and added sugars. They have a soft and chewy texture in order to ease consumption, especially for athletes and sport enthusiasts during their exercise. The company then made another version of these bars in a different size, which is called bitesize (20gr) energy bars. The smaller versions of these bars were made to make the bars more convenient to be brought and consumed. *Strive* then continued their innovation by the release of new flavors with flavors such as Green Tea, Pineapple, Ginger, and Turmeric. These energy bars are sold in the market at the price of Rp 20.000 for the fullbar size and Rp 10.000 for the bitesize.



Figure 2. Strive Energy Gel Flavor Variants

Thereafter, Strive continued the product development by releasing an energy gel product in collaboration with other companies (**Figure 2**). The first energy gel launched was the Pineapple flavor, and then followed with Mango and Passion Fruit. The energy gels are advertised as an energy booster for athletes and sports enthusiasts to gain some extra energy to increase their sports performance. It's in the form of gel to ease consumption during high intensity exercises, such as running and cycling. Strive energy gel consists of Maltodextrin as the main energy fuel since it could be absorbed and increase the blood sugar quickly. Other ingredients such as Dates Extract, Guarana, Amino Acids, and Vitamin B Complex also aid in the energy boost function of the product. These energy gels are sold at the price of Rp 75.000 per box, with each box consisting of 5 energy gels.



Figure 3. Strive Instant Noodles Flavor Variants

Furthermore, Strive collaborated again with other companies to develop a high protein instant noodle under the trade name of Strive Mee (**Figure 3**). This innovation serves as a healthier instant noodle option for those who want to fulfill their daily protein intake. Two variants of Strive Mee, Mi Goreng and Ayam Bawang are sold for Rp. 15.000 per pack.



Figure 4. Strive Protein Bar Flavor Variants

The most recently launched Strive product is the protein bars (**Figure 4**). It comes with three different variants, Original, Coffee Hazelnut, and Blueberry. It is known as the first protein bar in Indonesia that reaches the protein score of 24g per bar. The main ingredient of these protein bars is soy protein puffs which greatly contribute to the protein content of the bar. These bars are aimed to speed up muscle recovery as well as a healthy snack option, they are sold at the price of Rp 32.450 each.

1.4 Organizational structure



Figure 5. PT Nutrisi Harapan Bangsa's Organizational Structure

Upon achieving the aforementioned vision and missions, PT Nutrisi Harapan Bangsa collectively work together through the implementation of their organizational structure (**Figure 5**). Major enterprises, activities, and decision-making in PT Nutrisi Harapan Bangsa are managed and led by the Chief Executive Officer. The Chief Operating Officer (COO) is responsible to supervise five divisions which include Sales, Event, Marketing, Administration and Production. All information relevant to each division will be delivered back to the CEO and COO by each division's manager.

1.5 Student's department

The research and development unit falls under the supervision of the production division. It is responsible for planning new products development, carrying out market and consumer research, conducting trials and error of new products, reformulating existing flavors, documenting all the raw materials, formulations, and processes involved as well as registering the new products to BPOM to receive the certification. The research and development team consistently develops better formulations and products also with the help of constructive feedback from the CEO, production head, and several respective clients. Although the author's main job description is new product development, the author was also assigned to other workloads, such as production and Standard Operating Procedure (SOP) documents writing during the internship period.