

CHAPTER I

INTRODUCTION

1.1 Brief History

PT Bintang Toedjoe is a consumer health company and a subsidiary of PT Kalbe Farma, Tbk located in Jakarta. PT. Bintang Toedjoe was first founded in Garut, West Java, on April 29, 1946 by Tan Jun She (a sinshe), Tjia Pu Tjien dan Hioe On Tjan. The name was chosen based on the number of Tan Jun She's daughters, the number seven. With only traditional equipment and a few employees at the time, PT Bintang Toedjoe managed to produce over-the-counter medications that could fulfill the public needs for medicine, including Puyer no. 16 (a headache medicine number 16) which is still being consumed by Indonesian people today and has been exported to several countries. Later, PT. Bintang Toedjoe moved from Garut to Krekot, Jakarta, before moving to Cempaka Putih in 1974. During the 1970s, the company produced ethical medicines, while in 1985, PT. Bintang Toedjoe was acquired by Kalbe Group and greatly expanded. It built the reputation as an active pharmaceutical factory for the market of nutraceutical (food supplements and herbal medicine) and Over the Counter (OTC) products, both in the country and export markets, such as Philippines, Myanmar, Nigeria, Mongolia, Hong Kong, Sri Lanka, Cambodia, Yemen, Malaysia, India and New Zealand. Bintang Toedjoe provides healthy products, such as EJ Sport, Extra Joss, Extra Joss Laki, Komix, Komix Herbal, BEJO Jahe Merah, Bejo Sujamer, Bejo Berkah, Slasi, Femmy, and Red Gine.

1.2 Vision and Mission

Bintang Toedjoe is committed to providing high-quality and innovative products from preventive to curative products. They have a mission to be a global leading consumer healthcare company through innovative and high-quality products, supported by advanced technology and excellent management, while achieving their vision, which is to provide health for better quality of life for everyone.

1.3 Main Activity

Bintang Toedjoe head office at Pulomas focuses on the business development area, while Bintang Toedjoe Pulo Gadung and Cikarang focuses on the research and development area. Bintang Toedjoe handles B2C (business-to-consumer) and B2B (business-to-business) in the industry of food and beverages.

The goal is to serve health products for better lifestyle; therefore, science and business collaborates as the foundation of the overall functioning of the company's operations. Research and development for health products are carried out by food technologists and nutritionists from all over Indonesia. The business development division implements information technology and also assists in the meeting of our ambitions and requirements to contribute to the advancement of science and knowledge. The overall cycle begins with the selection of the best raw materials from Indonesian farmers, up-to-date storage systems and it continues through the production process, warehousing, distribution and marketing. PT Bintang Toedjoe ensures that each step has undergone strict quality control and assurance, resulting in effectiveness and efficiency to allow our clients to afford high-quality products easily.

1.4 Organizational Structure

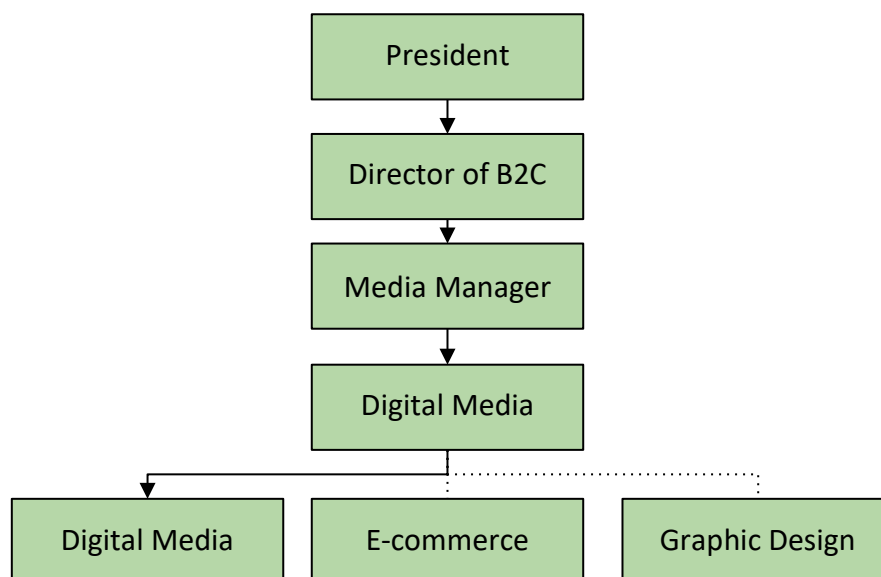


Figure 1. Organizational Structure at PT Bintang Toedjoe

PT Bintang Toedjoe is a healthcare company and the digital media division is structured on **Figure 1**. The President Director leads the company and the Director of the B2C Unit is responsible for supervising and reporting to the President Director of all progress of the B2C Division. However, the Media Department is responsible for all digital marketing campaigns as well as media campaigns (TV, Billboards, *Baliho*, etc.) and the Media Manager is responsible to supervise and report to the Director of the B2C Unit. The Digital Media division works closely with the E-commerce division to direct sales and work together to make the digital marketing campaign.

1.5 Digital Media Department Organizational Structure

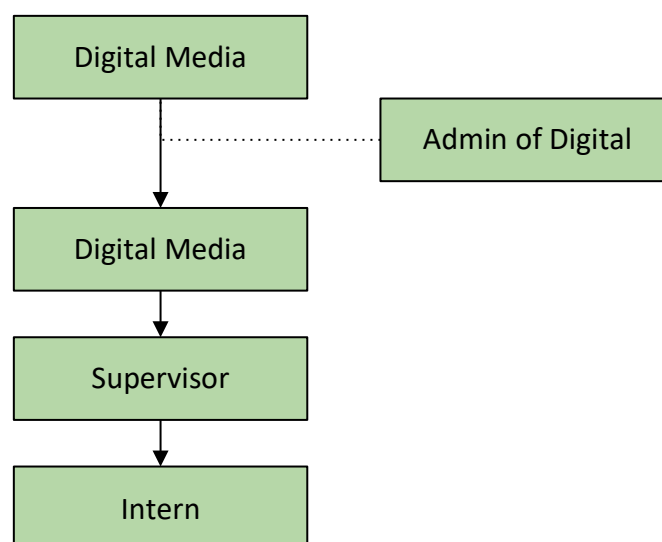


Figure 2. Organizational Structure of Digital Media Department at PT Bintang Toedjoe

Marketing interns are working under the supervision of the digital media associate manager. The department the author works under is the digital media department. The Digital Media Department is under the supervision of Media Manager, with several responsibilities such as:

- Responsible to make relevance digital marketing communications strategy and plan through creative contents across all digital platforms
- Develop a strategy for integrated media campaigns
- Monitoring impact and return on investment of digital marketing campaigns
- Remain updated with the latest digital media trends and design technology available

- Manage and review e-commerce strategic plan, operations and programs, as well as manage customer retention and loyalty programs