

1. INTRODUCTION

1.1 Brief History of PT. Sinar Sosro

The internship took place at PT. Sinar Sosro under the supervision of the Research and Development division in the Quality Control Laboratory located at Jalan Raya Sultan Agung Km. 28, Medan Satria, Bekasi. PT. Sinar Sosro is the first company that serves ready-to-drink (RTD) tea beverages in Indonesia and the World that was legally opened on 17 July 1974 by Soegiharto Sosrodjojo. In 1940, the Sosrodjojo family started their business in Slawi, Central Java by producing and marketing brewed tea with the brand “Teh Cap Botol”. Then, in 1960, Soegiharto Sosrodjojo and his family moved to Jakarta and made their brand known in 1969 by selling the ready-to-drink tea concept that they found accidentally using a used soy sauce bottle or lemonade and named it Tehbotol Sosro. Nowadays, PT. Sinar Sosro has 12 factories all over Indonesia, including Medan; Palembang; Jakarta; Tambun; Cibitung; Ungaran; Gresik; Mojokerto; and Gianyar, along with factories that only produce Prim-A mineral water located in Sentul, Purbalingga, and Pandaan.

1.2 Vision and Mission

PT. Sinar Sosro strives to be a world-class beverage company that can fulfill customer needs every time, everywhere, while also giving a plus point to the other related parties by being “The Indonesian World Class Beverage Company”. The company has a mission to produce the brand and new products including tea and non-tea based, while making that product to be the leading beverage product in each of the classes. They also have the mission to build human resources and leaders that follow the company's values, while trying to give satisfaction to the consumers.

1.3 The Main Activity

PT. Sinar Sosro mainly focuses on ready-to-drink tea beverages, such as Tehbotol Sosro, S-tee, and Fruit Tea. However, it also produces other ready-to-drink beverages, including Country Choice, Tebs, and also Prim-A which is its own brand of mineral water.

There are 12 factories used to produce the products of PT. Sinar Sosro, including the factory located at Cakung, Tambun, Cibitung, Mojokerto, Gresik, Ungaran, Bali, Palembang, Deliserdang, Pandaan, Sentul, and Purbalingga. For Tehbotol Sosro, S-tee, and Fruit Tea, PT. Sinar Sosro has made several types of variants. Tehbotol Sosro has 3 variants, including original, less sugar, and *tawar*. S-tee has only 1 variant, while Fruit Tea has many variants including Blackcurrant, Strawberry, Guava, Apple, Freeze (strawberry and grape flavors with cool sensation), X-treme (apple and blackcurrant flavors), Lemon, Passionfruit, and Yuzu. Other than that, they also produce several packaging for those products including tetra pack, can, PET (Polyethylene terephthalate) bottle, and RGB (Returnable Glass Bottle) as can be seen in **Figure 1**. In addition, especially for Fruit Tea, PT. Sinar Sosro also makes pouch packaging that is made from aluminum.



Figure 1. Tea-based Beverages in Various Packaging (A. Tehbotol Sosro; B. S-tee; C. Fruit Tea)

Another product of PT. Sinar Sosro is a carbonated beverage with fruit flavor under the Tebs brand. Tebs targets young modern consumers who are more dynamic, lively, social, and expressive. Tebs products are available in two different flavors, which are mixed fruit and lemon-lime. Tebs mix fruit comes in various packaging, including RGB, PET packaging, and can packaging, while Tebs lemon-lime is only available in PET packaging (**Figure 2**).



Figure 2. Tebs Mix Fruit and Lemon-lime in Various Packaging

Aside from carbonated and tea-based beverage products, PT. Sinar Sosro also produces RTD fruit juice under the brand Country Choice. Country Choice is available in 7 variants with each of them having its own added nutritional value. 4 of the variants are made with 1 fruit flavor including Apple, Guava, Orange, and Mango, where each of them comes in 250 ml and 1 liter tetra pack packaging. Meanwhile, there are 3 Country Choice Fit & Fresh variants that are made from a combination of fruit, vegetables, and herbs with the same color, which includes Optimist Orange, Guardian Red, and Purify Green that comes in a 250 ml tetra pack packaging (**Figure 3**).



Figure 3. Country Choice Tetrapack Packaging

The last product produced by PT. Sinar Sosro is mineral water under the brand Prim-A mineral water. It is available in a wide range of packaging, including 240 ml cup, 330 ml, 600 ml, and 1500 ml bottle packaging, and 19-liter gallon packaging (**Figure 4**).



Figure 4. Prim-A Mineral Water in Various Packaging

1.4 Organizational Structure

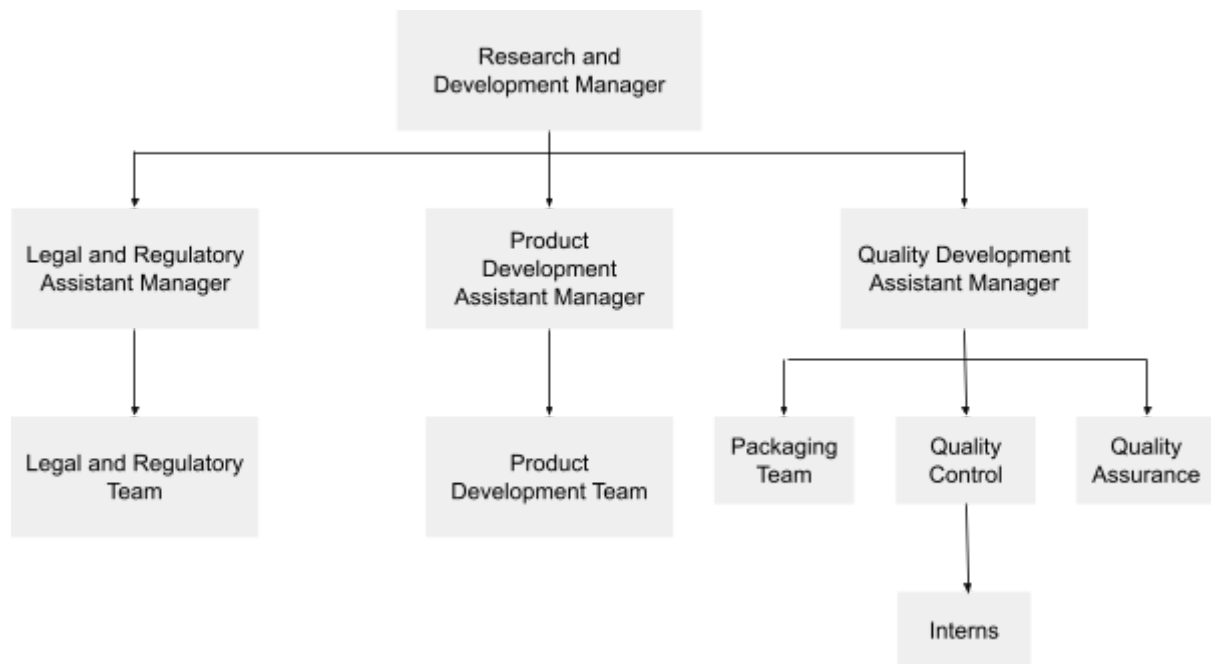


Figure 5. Organizational Structure of PT. Sinar Sosro

According to **Figure 5**, at PT. Sinar Sosro, the highest position in the Research and Development department is held by the manager. Then, the employees are divided into 3 departments, which are the legal and regulatory, product development, and quality development. The Legal and Regulatory team handles the documents related to the regulatory, such as the halal documents, etc. Meanwhile, the product development team mainly focuses on the development of the new product and the reformulation of the existing product. Finally, the Quality Development team focuses on the packaging, regular quality control, and quality assurance.

1.5 Research and Development Department

The Research and Development (R&D) of PT. Sinar Sosro is the department that conducts research and develops existing and new innovative products while maintaining the quality of the products. Usually, the R&D department tries to make a new product by formulating and doing trial and error to make a good quality product. The product made is usually based on the requirement asked by the marketing team who has done the market research. The R&D department itself is divided into 3 divisions, including the legal and regulatory team, product development team, and quality development team. The author works under the quality control team that is responsible to ensure that the products' qualities have met the standard criteria. The regular quality control analysis includes physical, chemical, and microbiological analysis that was done regularly for different products each month.