

CHAPTER 1 : INTRODUCTION

1.1 Brief history of the company

Bintang Toedjoe is one of the subsidiary companies of PT Kalbe Farma, Tbk which is one of the biggest pharmaceutical companies in Indonesia. Before it became a part of PT Kalbe Farma, Bintang Toedjoe was founded by Tan Jun She, Tjia Pu Tjien, and Hioe On Tjan as a pharmaceutical company on April 29, 1946 in Garut, West Java. The name of Toedjoe was given by one of the founders, Tan Jun She, which means seven which define his seven daughters. One of the earliest products that was produced was a medicine for headache, which was called Puyer No. 16 which is still consumed by people in Indonesia and exported to other countries.



Figure 1. Logo of Bintang Toedjoe

Bintang Toedjoe relocated from Garut to Jalan Bypass, East Jakarta to start manufacturing ethical drugs in 1974. Then, Bintang Toedjoe was acquired by Kalbe Group in 1985 and was growing rapidly in market segments to OTC (over-the-counter) and nutraceutical products. Bintang Toedjoe has produced different types of products starting from medicine to consumer goods. Other products that have been produced were Extra Joss, C-1000, and Komix. When the production rate was increasing, the company was relocated to Jakarta Industrial Estate Pulogadung and this is where CPOB and ISO 9001 were achieved. In 2002, the Head Office moved to Pulomas and the factory was at Pulogadung. Recently in 2019, the company built a new factory that is located in an industrial area Deltamas, Cikarang. The recent product launched in 2022 was Femmy Fiber which is a functional beverage that women can drink for health benefits.



Figure 2. Products of Bintang Toedjoe

1.2 Vision and Mission

Bintang Toedjoe has a vision to be a global leading consumer healthcare company through innovative and high quality products, supported by advanced technology and excellent management. The mission of the company is to provide health for better quality of life to everyone.

1.3 Main Activities

Bintang Toedjoe mainly operates in the pharmaceutical and consumer health industry and its focus on creating healthy and beneficial products for consumers. The company adheres to Good Manufacturing Practices for medicines, ISO 9001:2015 for quality management, ISO 14001:2015 for environmental management, and SMK3 (Occupational Safety and Health Management System) for health and safety management.

Bintang Toedjoe is divided into divisions which are B2C (Business-to-Consumer) and B2B (Business-to-Business). In B2C, the company is mainly involved in the production of herbal-based products in pharmaceutical and healthy herbal drinks like Bejo, Waisan, Komix and energy drinks such as Extra Joss and Joss C-100. Meanwhile in B2B, the company focuses on herbal material which start from nursery, cultivation, post-harvest, extraction and distillation, pharmacology, and commercialization.

1.4 Organizational structure

The organizational structure of Bintang Toedjoe consists of president director, the management system assistant manager, secretary director, and all heads from different divisions. There are six different divisions which are BINA or Bintang Toedjoe Inovasi Natural, Consumer Health, Research and Development, Business Operation, Finance & Information and Technology, and Human Resource Development, Legal & General Affair. The author is placed in one of the sub-department under BINA which is the Business Development and Technical Support. **Figure 3.** presents the details about the organizational structure of Bintang Toedjoe.

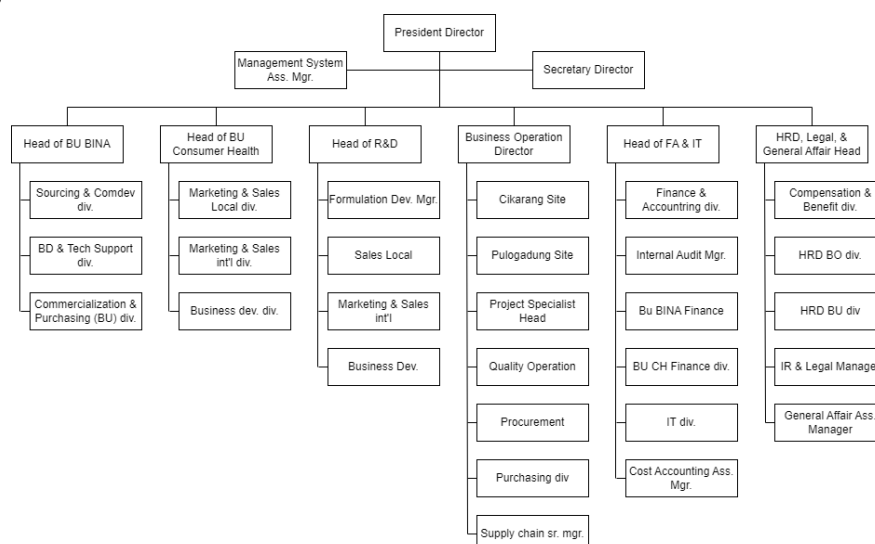


Figure 3. Structure Organization of Bintang Toedjoe

1.5 The author's unit or department

The internship program position was as technical support in BINA. BINA is a division that focuses on the business to business (B2B) where it usually provides a product to another business. The role of this department is to support sales and marketing in sample and document preparation in regards to existing and new products. Furthermore it also supports sourcing in providing the analysis result of raw materials. The example of the daily tasks are to coordinate the new product development with a third party, to coordinate the analysis for routine and new products including raw materials, to monitor the result of analysis including organoleptic parameters through sensory test and to conduct stability test on the routine products.