

## CHAPTER I. INTRODUCTION

### 1.1. History of the Company

PT. Solusi Nutri Sehat is a subsidiary company of PT. Sinergi Solusi Integrasi. PT. Sinergi Solusi Integrasi was established in 2012 and is engaged in information technology services such as integrating software, hardware, and systems development for corporations. However, in 2018, as the company grew, PT. Sinergi Solusi Integrasi began to expand its business line by providing prepaid card top-up services on toll sections and taking over the entire operation of top-up machines on all existing sections to help large companies such as Bank Nasional, as the name implies PT. Sinergi Solusi Integrasi provides integrated services that aim to solve problems by considering synergies. The company focuses on being a "one-stop solution" for technology companies seeking procurement of practical software and hardware. If even large companies need collaboration to grow, the demand will be even more significant in Micro, Small, and medium enterprises. Therefore, in line with the government of Indonesia, PT. Sinergi Solusi Integrasi supports SME growth by providing proven services to a broader segment and effectively becoming Indonesia's first and only company to offer such services.



Figure 1. Logo of PT. Sinergi Solusi Integrasi

PT. Sinergi Solusi Integrasi's vision is to be a system provider trusted by users at all levels. Meanwhile, PT. Sinergi Solusi Integrasi's mission is to provide ready-to-use and easy-to-use services, provide systems with the highest level of information transparency, make information technology

more accessible to everyone, keep abreast of trends and innovate with the Times, and analyze client needs holistically to provide the most appropriate solutions.



**Figure 2.** Logo of PT. Solusi Nutri Sehat

PT. Solusi Nutri Sehat is focusing on developing products with the concept of vegan products with a brand called Vege Vibes. PT. Solusi Nutri Sehat has launched two products under the Vege Vibes brand, namely "Bukan Dendeng" and "Bukan Abon". "Bukan Dendeng" is a product made from soy protein that is processed to resemble commercial jerky. The product has a shelf life of 3 months at room temperature in tightly closed packaging. This product has 2 variants, namely "Spicy and Savory" & "Sweet and Smokey". The second product is "Bukan Abon" which is a product made from shiitake mushroom legs and textured soy protein that is processed to resemble commercial floss. This product has already been sold in e-commerce Made Good Market. PT. Solusi Nutri Sehat is located in Jl. Pilar II No.10, RT.3/RW.3, Kedoya Sel., Kec. Kb. Jeruk, Kota Jakarta Barat, Daerah Khusus Ibukota Jakarta.



**Figure 3.** Bukan dendeng



**Figure 4.** Bukan Abon

## **1.2. Vision and Mission**

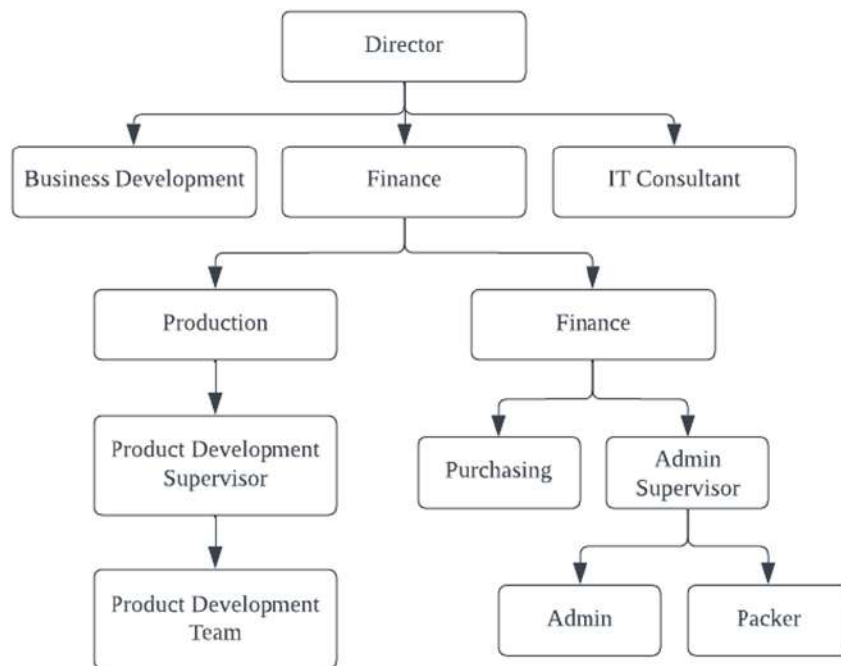
PT. Solusi Nutri Sehat has the concept of “one stop shopping” or the concept of shopping for the needs of a product in one place or one stop. The vision of PT. Solusi Nutri Sehat is to become a leading company that makes it easier for Indonesian people to live a healthy lifestyle and be aware of the importance of healthy living. While the mission of this company is to provide the needs of health-conscious people in fulfilling their needs, creating healthy food preparations made from natural ingredients with premium quality that are favored by the community in general, and inviting Indonesian consumers to cultivate healthy and environmentally friendly lifestyles.

## **1.3. The main activity**

The Internship is conducted at PT. Solusi Nutri Sehat that is located on Jl. Pilar II No.10, RT.3/RW.3, Kedoya Sel., Kec. Kb. Jeruk, Kota Jakarta Barat, Daerah Khusus Ibukota Jakarta. The operational hours of internship activities start from 8 AM to 5 PM for 5 offline working days. The internship took place from 3 July 2023 to 4 January 2024. During the internship as the product development team, it has to actively participate in developing a variety of vegan foods that have health benefits and additional nutritional value and prepare the necessary documents (SOP, Manual, & Form) for BPOM registration and Halal.

## **1.4. Organizational Structure**

PT. Solusi Nutri Sehat is currently led by Adrian Siaril as the director while the team consists of several departments, which are business development, finance, and IT consultant. The product development team works under the finance department.



**Figure 5.** Organizational chart of PT. Solusi Nutri Sehat

### 1.5. The student's unit or department

The Product Development Team is responsible for developing new products, or improving already existing ones, to creatively fulfill customer's demands. In addition, this division also takes care of regulatory needs for products that are being developed such as to register BPOM and halal to increase consumer confidence in products that have been developed. Then, this division also conducts sensory testing to evaluate trial and error products that have been carried out based on sensory characteristics such as taste, aroma, texture, and appearance and see the characteristics of products that are liked and needed by consumers. In conducting trial and error, a literature study related to the characteristics of the raw materials to be used and tested along with the processing methods.