

I. INTRODUCTION

1.1. PT. Sadjian Bumi Indonesia History

PT Sadjian Bumi Indonesia is an established company in the freeze-dried snack and food industry. It provides a large selection of products designed to increase shelf life and provide more quick and compact food items. PT Sadjian Bumi Indonesia's product, which is meant for consumption by individuals of all ages, aims to combine greater nutrition with the simplicity of snacking. PT Sadjian Bumi Indonesia was created in 2021 by Anang Emir and Faramita Novianti. The manufacturing plant is now located in Cinere Depok, while the office is located in Kemang Jakarta Selatan. Working with all market players, including farmers, is what PT Sadjian Bumi Indonesia aspires to achieve in developing goods that are beneficially employed by the community and society.

The idea behind this company's founding was to provide a tasty, long-lasting, and reasonably priced snack product that could be enjoyed by people of all ages. Therefore, freeze-dried fruit was the first product to be introduced. This concept arises from the issue that most farmers discard their produce because of decreased market pricing and shorter storage life, which make the products inconvenient to eat. One potential method for extending the product's shelf life while preserving its flavor, color, and nutritional value was to freeze-dry it. A product that has been freeze-dried may also be customized, it can be made into a powder or left unaltered which allows for formulation or blending.

As of right now, Sadjian has created a number of products, such as freeze-dried fruit and traditional Indonesian foods. Sadjian has taken part in a number of events, including the Vindes Sport Tournament and Pestapora Concert, to promote the products they sell. Currently, Sadjian offers a number of products, including freeze-dried dragon fruit, apple, pineapple, strawberry, mangosteen, mango, and banana. Sadjian has previously created Gudeg Jackfruit, Sayur Lodeh, Rendang Jackfruit, and Balinese Tempeh, among other traditional foods. Retail establishments like Kemchick Market and online merchants like Astro, Shopee, and Tokopedia provide Sadjian products. Furthermore, Sadjian worked collaboratively with Kopi Kalyan and Janji Jiwa as the beverage producers. The freeze-dried product is mixed into the beverages formulation to enhance the texture, color, and flavor. In addition to working with several businesses to develop an innovative product that is especially made to meet market demands, the company is expanding the range of products it offers to better meet consumer demands.

1.2. Main Activity

The Sadjian factory exclusively makes fruit products, despite the fact that they also freeze-dried traditional foods and fruit. A catering business named Akasya prepared the traditional food, which was then sent to the Sadjian plant to be freeze-dried. Depending on the machine process, the manufacturing of the freeze-dried fruit begins Monday through Saturday from 9 AM to 5 PM in order to meet the demands of the retail and market. The company produces a variety of products every day based on client stock or the retail market. In order to create the new food product, the factory also conducts trials every one to two days throughout the month.

Sadjian Factory is separated into four rooms, each of which is intended to serve a different purpose. The raw materials are kept in Room 1, which acts as a packing and storage area. Prior to the commencement of production, the personnel will sort the raw materials in Room 2 or the kitchen and remove each item based on the demands. The processing is done and the freeze-dry equipment is located in Room 3. Last but not least, Room 4 served as both a packing station and a final product storage area. PT Sadjian Bumi Indonesia made a number of food items with an emphasis on freeze-drying techniques to lengthen their shelf life. The numerous product categories that PT. Sadjian Bumi Indonesia manufactures and distributes are listed below **(Figure 1, 2)**

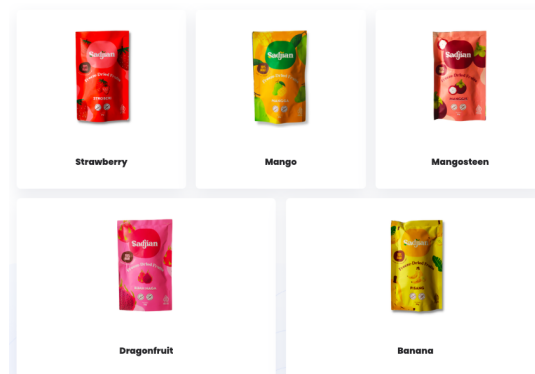


Figure 1. Sadjian Freeze-Dried Fruit Variant

The first product that was sold by Sadjian is the Freeze-Dried Fruit with 5 varieties of fruit : Mangosteen, Banana, Mango, Strawberry, and Dragonfruit. The Freeze-Dried Fruit product is originally made with fresh fruit without the skin. This product does not contain any preservatives or any chemicals which makes it a healthier choice of snack. The product has a crunchy texture with the taste of the actual fruit, the use of a freeze-dried machine helps to preserve the product in a natural way. It preserves the color, taste, and texture of the fruit. Since the product is nutritious and naturally made, it is suitable for all ages as a choice of healthy snack. The Freeze-Dried Fruit is sold in 20 g size with standing pouch packaging. The price of the product varies from Rp 20.000 to Rp 35.000.



Figure 2. Sadjian Freeze-Dried Traditional Food Variant



Figure 3. Lado Freeze-Dried Rendang Daging & Dendeng Balado

In addition, Sadjian offered freeze-dried traditional food, as seen in **Figures 2** and **3**. **Figure 2** shows how Sadjian collaborates with Akasya Catering to create a variety of traditional dishes, including Gudeg Jackfruit, Rendang Jackfruit, Balinese Tempeh, and Coconut Soup or Sayur Lodeh. The product comes in a standup pouch and weighs 100 g. Regarding **Figure 3**, Sadjian collaborated with an Indonesian artist named Audy Uwais to launch a new brand named "Lado." Rendang Daging and Dendeng Balado were the first two varieties of the traditional cuisine that Lado marketed. The Lado product costs Rp 100,000 for a 100 g quantity. All of the products sold by Sadjian can be found in retail markets like Kemchicks Store and E-commerce like Shopee, Tokopedia, and Instagram.

1.3. Vision and Mission

→ Vision

To create ecosystems that support a healthy economy and environment. In order to create goods that the community and society can use, Sadjian hopes to work with all market participants throughout the value chain, including farmers.

→ Mission

- Provide a healthier choice of snack in Indonesia by making a nutritious product

- Create a good quality product by evolving community and farmers in the production process

1.4. Organizational Structure and Intern's Task

Figure 4 depicts the present organizational structure of PT Sadjian Bumi Indonesia, which indicates the CEO and General manager supervise production, sales, and operations. Simultaneously, the R&D section reports to the production manager and develops new food products and formulation as well as the fix recipe.

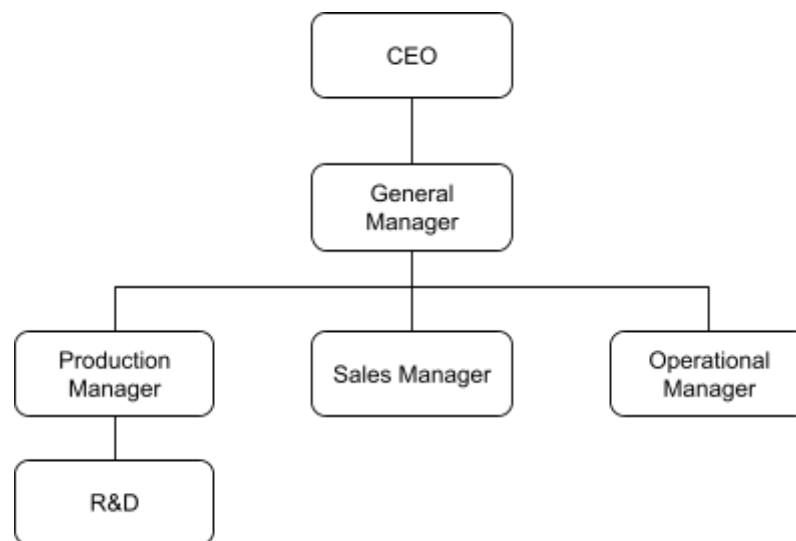


Figure 4. PT Sadjian Bumi Indonesia's Organizational Structure

The company hasn't established a specific department to oversee and manage interns, therefore there isn't a fixed job description or task for the internship. During the internship, the company didn't hire any additional interns. The author is frequently assigned a wide range of responsibilities, such as responsibilities related to product regulation, product research and development, and any administrative work that assists the sales manager.