

# Chapter 1

## INTRODUCTION

### 1.1 Company history

PT Indesso Aroma is a manufacturer of a wide range of natural ingredients created from Indonesian botanicals and other natural ingredients to provide the needs of everyday products as well as bring solutions to their customers. The name itself is an abbreviation of “Indonesian Essential Oils”. Indesso was founded by Robertus Hartanto Gunawan in Baturraden, Purwokerto, Central Java in 1968. At first, Indesso started by distilling and exporting clove leaf oil and later, as the company and production scale got bigger, they started to produce Clove Oil derivatives in 1992. The first product was Eugenol, followed by Isoeugenol as well as Caryophyllene Acetate. Indesso also started producing botanical extracts such as coffee, cocoa, as well as tea, and today, the production expanded to producing vanilla, ginger, red ginger, and turmeric. In regards to certification, in 1996, Indesso was certified by ISO 9002:1994 in recognition of the Quality Management System which was later upgraded to ISO 9001:2008. Later, Indesso Aroma spread its wings and opened a factory in Cileungsi, West Java in 2001 and in 2006, Indesso joined the food service industry, mainly in seasonings and savory ingredients through Culinaroma which later independently became PT Indesso Culinaroma International.

Moreover, to improve the quality of its products, the company started to implement double encapsulation technology (Naturarte) in botanical extract production. Aligning with its sustainability value, the company installed a rooftop solar photovoltaic (PV) system in the Cileungsi plant and became the first aromatic and food ingredient company that utilize a solar PV system and integrate it into the current electricity provided by Perusahaan Listrik Negara (PLN).

The company’s hard work paid off when Indesso was granted the Primaniyarta award as the Best Performing Exporter for the first time in 2009, and up until 2021, Indonesia’s Ministry of Trade

has given Indesso the same award 9 times. Furthermore, in 2018, at the same time as the jubilee celebration of Indesso, the company also launched a new logo that symbolizes Indesso's passion for nature, the sense of taste and sincerity, and Indesso's value that nurtures to enhance people, support partner, and conserve the planet.

In 2019, Indesso also built and opened a visitor center in Baturraden, Purwokerto. The objective was to serve as a learning center to support local educational tourism and to inspire and enhance the interest of future generations in the particular industry. In 2020, Indesso established Sanavia, a functional ingredients business facility in Ungaran, Central Java. In the same year, Indesso Tanzania (Zanzibar) Ltd was also established. Furthermore, in the past 2 years, Indesso also launched Sensaria Collaboration Space, a space designed with a demo kitchen, cafe bar, mini theater, and meeting rooms, to form a closer interaction with clients to bring "Taste, Smell, and Wellness" solutions. Within the same period, Indesso Singapore Pte. Ltd. and Essential Oil Center (EOC) were established.

## **1.2 Vision and mission**

The vision of Indesso Aroma is to be a regional leader in ingredients for food, flavor, and fragrance industry through innovation, efficiency, and sustainable business practices. Moreover, the mission is to create innovative solutions with sustainable natural-based ingredients for everyday life.

## **1.3 Company's main activity**

As a research-oriented and innovation-driven company, the main activity of the company is manufacturing, developing, and distributing food products. Specifically, the business is divided into 4 parts, including aroma ingredients, taste and wellness, food and savory solution, and specialty ingredient distributor.

### **1.3.1 Aroma Ingredients**

In the aroma ingredients, Indesso provides natural and nature-based food ingredients. The objective is to create specific aromas, improve taste, and bring function through smell, taste, and well-being. Additionally, the aromas are mainly used in the fragrance industry, aromatherapy, cosmetics, personal care, as well as pharmaceutical industry. The products from aroma ingredients include essential oils & aromatherapy ingredients, aroma chemicals, and other proprietary blends of PT Indesso Aroma.

### **1.3.2 Taste and Wellness**

Through taste and wellness business, the company produces botanical and supercritical CO<sub>2</sub> extracts which can improve the overall taste and aroma of food and beverage applications as well as provide beneficial and functional properties. The extracts produced are cocoa, coffee, tea, vanilla, ginger, red ginger, turmeric, sweet purple potato, and tamarind extracts. Moreover, the company has been developing more natural extracts for future production.

### **1.3.3 Food and Savory Solution**

Food and savory solution is a division under Indesso Culinaroma (ICI). Starting from producing customized Seasonings and Savory Ingredients, Culinaroma has expanded to Food and Beverage Solutions services, such as the savory food industry, food service (producing ready-to-use powder, sauces, etc.), and total solutions provider (providing formulation and manufacturing solutions for F&B products).

### 1.3.4 Specialty Ingredients Distributor

Besides manufacturing its own products, Indesso also built partnerships with other specialty ingredients companies, to market and distribute their products in Indonesia. Several examples of other companies's products that are being distributed by Indesso are perfumery and ingredients, hydrocolloids, natural food colors, stevia sweeteners, dairy ingredients, yeast extract, natural seasoning, and many more.

### 1.4 Organizational structure

PT Indesso Aroma is currently led by Robby Gunawan, the Chief Executive Officer (CEO), alongside the boards of directors representing each division and department of the company. **Figure 1.** shows the departments including Vice President of Manufacturing, Vice President of Research and Development, Vice President of Food Ingredients, Vice President of Finance, Accounting, and Legal. Under the Food Ingredients, Research and Development department, there are managers, assistant managers, supervisors, and staff or laboratory operators.

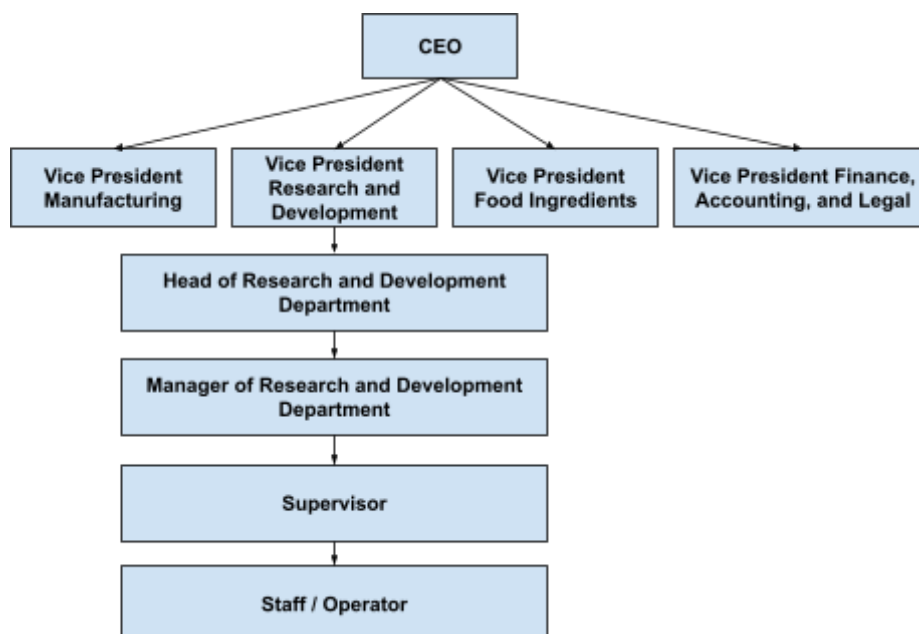


Figure 1. Organizational structure of PT Indesso Aroma

### **1.5 Student's unit or department**

During the internship activity, the author was placed in the Food Ingredients division, as a Research and Development Intern. The research and development (R&D) department focuses on improving and modifying existing products as well as innovating new products. Occasionally, the department is also responsible for analyzing as well as observing new sample development. The author was guided and supervised by one field supervisor and one laboratory operator. Moreover, more detailed activities will be included in the next chapter (Internship Activities).