



**SALES AND MARKETING INTERN AT PT FINTEK INTEGRASI
DIGITAL (FINTAX)**

INTERNSHIP REPORT

**MUHAMMAD FADEL RAMADHAN
11201708006**

**Submitted to fulfill the requirement
of the internship placement**

**Department of International Business Administration
Faculty of Business & Social Sciences**

**BSD City, Serpong, Tangerang, Indonesia
January 2021**





APPROVAL PAGE

INTERNSHIP REPORT

**MUHAMMAD FADEL RAMADHAN
11201708006**

**Submitted to fulfill the requirement
of the internship placement**

**Department of International Business Administration
Faculty of Business & Social Sciences**

**Acknowledged by;
BSD City, Serpong, Tangerang, Indonesia
January 2021**

Department Head of
International Business Administration

Dean
Faculty of Business & Social Sciences



Samuel PD Anantadjaya
BSc, MBA, MM, CFC, CFP, CBA, Dr

Samuel PD Anantadjaya
BSc, MBA, MM, CFC, CFP, CBA, Dr



PREFACE

Firstly, I would like to praise and thank Allah SWT for His mercy and blessings. I thank Allah SWT for giving me opportunity, strength and willingness to finish my 16 weeks internship as Sales and Marketing intern at PT Fintek Integrasi Digital (Fintax). I also give my prayers and greetings to the Great Prophet Muhammad SAW.

I would like to thank International University Liaison Indonesia (IULI) for guiding and preparing me with the internship program. I thank Mr. Samuel Prasetya, the dean of Faculty Business and Social Sciences and the head of International Business Administration. I also thank all lecturers who are participated for making me a better person.

I would like to thank Mr. Rayhan as the CEO of Fintax, Mr. Jefri as the CTO of Fintax and Mr. Fadil as the CPO of Fintax. I am extremely grateful and I would like to thank them for the valuable and precious opportunity for allowing me and hiring me as intern at Fintax. Special thanks to Ms. Syinta as my Marketing Squad Leader and also my mentor. It has been such an honor for me to help and learn about many valuable knowledges and skills during my internship days.

This report has been written in order to summarise my internship experience at PT Fintek Integrasi Digital (Fintax) as Sales and Marketing intern. The internship was held from 10th August 2020 until 27th December 2020. Within the 16 weeks period of internship, I was having valuable experiences, important knowledges and skills, and also work culture of working life would be. During my days of internship at Fintax, I have learned a lot of important and valuable things for my future career.

Jakarta, January 2020

Muhammad Fadel Ramadhan



TABLE OF CONTENTS

PREFACE	3
TABLE OF FIGURES	5
CHAPTER 1 – INTRODUCTION	6
1.1. WHAT IS AN INTERNSHIP	6
1.2. REPORT COVERAGE	6
1.3. PROBLEMS AND CHALLENGES	6
1.4. INTERNSHIP APPLICATION PROCESS	7
CHAPTER 2 – OVERVIEW OF THE COMPANY	7
2.1. COMPANY PROFILE	7
2.2. VISION AND MISSION	9
2.3. ORGANIZATIONAL STRUCTURE	9
CHAPTER 3 – DETAILS ON INTERNSHIP	9
3.1. ASSIGNED JOB ON THE COMPANY	9
3.2. DAILY TASKS AND HURDLES	11
3.3. DOCUMENTATION	15
CHAPTER 4 – CONCLUSIONS & SUGGESTIONS	18
4.1. CONCLUSIONS	18
4.2. SUGGESTIONS	18
BIBLIOGRAPHY	19



TABLE OF FIGURES

Figure 1: Logo of Fintax	7
Figure 2: Logo of Pajak.io	8
Figure 3: Pajak.io’s achievement in 2020.....	8
Figure 4: Organizational Structure of Fintax	9
Figure 5: Collaboration with Kitong Bisa Enterprise on “Kitong Talk”	10
Figure 6: Final preparation on D-1 Fintax’s Town Hall Meeting.....	11
Figure 7: Sales approach through Social Media (LinkedIn Message).....	12
Figure 8: Troubleshooting one of Pajak.io’s users.....	13
Figure 9: Activating Pajak.io’s newly signed up user	14
Figure 10: Presenting Pajak.io to a tax consultant	15
Figure 11: Presenting Pajak.io to tax office in Tugu Tani	15
Figure 12: Presenting Pajak.io to tax office in Tebet	16
Figure 13: Adi’s last day of internship (Ex Backend intern).....	16
Figure 14: Fintax’s Town Hall Meeting.....	17
Figure 15: Collaborated with Santara on “Bongkar Strategi Bayar Pajak untuk UMKM”	17



CHAPTER 1 – INTRODUCTION

1.1. WHAT IS AN INTERNSHIP

An Internship is an official or formal program intended to provide practical experience for newcomers in the occupation or profession. The most vital component of internships is combining knowledge and theory in the classroom with practical implementation and skills developed in professional or organizational situations. They also bring a lot of advantages to students, by both finishing their studies and so by pursuing a career path after graduation (Maio, 2018).

With guidance from professionals, an internship could provide a student with paid professional work experience in a healthy and organized environment. The workplace mentor will inform and educate a student and guide him or her about how to handle a specific atmosphere of the workplace and collaborate with other employees. A student can develop and strengthen their professional skills through an internship, while also learning how to work. Students will gain a better and more in-depth understanding of how what they learn in school will benefit them with their future (MECA, 2018).

1.2. REPORT COVERAGE

This internship report is made as form of my completion in the internship program at Fintax. The report contains of 4 chapters; Introduction, Overview of the Company, Details on Internship, and lastly Conclusions and Suggestions. Introduction covers a brief definition of Internship, problems and challenges that I have faced from the beginning of the internship until the last day of the internship, and my Internship Application Process. The second chapter describes about the company. Overview of the company covers brief history about the company and the company's vision and mission.

The third chapter discusses about detail my work during my internship program. Details on Internship covers Assigned Job in the company, Daily Tasks, and Documentation as proofs of my activities during the internship. The last chapter covers conclusions of my work and suggestions for future improvements.

1.3. PROBLEMS AND CHALLENGES

PT Fintek Integrasi Digital (Fintax) is an official partner of the Directorate General of Taxes as a Tax Application Service Provider. That means the company is registered, certified, and supervised by the Directorate General of Taxes. The company is appointed to provide tax application services for taxpayers and provide additional services for taxpayers. Until now, Fintax has one product called Pajak.io as the name of the Tax Application Service Provider.

There are some problems that I have faced at the beginning of my internship. At first, I was hired as a Sales intern at Pajak.io. I was told to understand the product as soon as possible, including the theoretical (the functions, the features, the benefits of

the product) and practical (how to use the product). It was quite hard for me because I only studied one subject at the University. The subject of Indonesian Taxation Systems only helped a little for my understanding of the product. I also got shifted from sales to marketing because of the needs of the company.

There are also some challenges that I have faced from the beginning until the end of my internship. The first challenge is the knowledge of the product. I have to learn a lot about tax. Another challenge that I have faced is that I do not have a senior to teach me. When I was appointed as a Sales intern, I was only taught about the product, not about becoming sales. I also experienced the same challenge when I was shifted into Customer Support and Marketing Activation. The last challenge that I have faced is about communication between divisions. It was quite challenging to have a good touch with other divisions.

1.4. INTERNSHIP APPLICATION PROCESS

From the beginning of the 7th semester, I have not applied to any company for the internship program. I was too busy because of the campus assignments on the 6th semester and preparation for OFSE before entering the 7th semester. I was planned to start looking and apply for an internship after OFSE.

A week before my first day as an Intern at Fintax, my brother, the CEO of Fintax, called me and told me that he needs a Sales and he wants me to start my internship as a Sales intern as soon as I have finished with OFSE. I was grateful and accepted the offer because I know that it will be tough for me to get hired as an Intern during a pandemic due to COVID-19. I have had my last OFSE on Friday, 7th August, and I began my internship as a Sales intern on Monday, 10th August.

CHAPTER 2 – OVERVIEW OF THE COMPANY

2.1. COMPANY PROFILE

PT Fintek Integrasi Digital (Fintax) was Founded by Rayhan Gautama, Fadil Moestar, and Jefriansyah Hertikawan in March 2018. The primary purpose of creating Fintax is to encourage tax inclusion in Indonesia, especially for Small and Medium Enterprises. They believed that tax inclusion in Indonesia is incredibly low. From around 60 Million Small and Medium Enterprises in Indonesia, only approximately 2 Million (3%) are obedient to tax. They have found out that their main challenge is to embrace those 58 Million Small and Medium Enterprises to be obedient to tax.



Figure 1: Logo of Fintax

To achieve their primary goal, Fintax needs to become an official partner of the Directorate General of Taxes. After Fintax was founded, they started to apply for becoming an official partner of the Directorate General of Taxes, and in September 2019, Fintax received its license. From March 2018 until September 2019, Fintax was dealing with the Directorate General of Taxes' bureaucracy to get the license and developing its first service, which is e-Filing. Until the beginning of 2020, Fintax had only two employees, which means Fintax consists only of 5 people. Fintax has struggled in terms of developing its product. The founders believed that the company needs to grow. But their main problem was money. For over a year, the company did not make revenue. The company's turning point is when they have a client, one of the "Big Four" Tax Consultants.



Figure 2: Logo of Pajak.io

Even though COVID-19 happened in 2020, the pandemic did not stop Fintax to grow. The employees were increasing from 2 to over 30 employees, and it continues to grow. The company had a headquarter located in Wahid Hasyim, Central Jakarta. On July 14, 2020, Fintax launched its first product. The name of the product is Pajak.io. Pajak.io is a tax Application Service Provider owned by Fintax. Pajak.io provides various tax services, which are e-Filing, e-Billing, e-Faktur, and Bijak by Pajak.io. In 2020, Pajak.io successfully managed over 3000 users, 2500 NPWPs, and successfully managed over 22.6 Million Rupiah.



Figure 3: Pajak.io's achievement in 2020

2.2. VISION AND MISSION

Vision

- Encourage and seek tax inclusion through technology

Mission

- Build tax applications and systems that are accessible to all groups, especially Small and Medium Enterprises.
- Inspiring people to take small actions (such as paying taxes) collectively can have a significant impact on the country.
- Continually developing new ways of doing business that allow us to overgrow without forgetting our social mission to provide tax solutions that are inclusive and accessible, especially for Small and Medium Enterprises.

2.3. ORGANIZATIONAL STRUCTURE

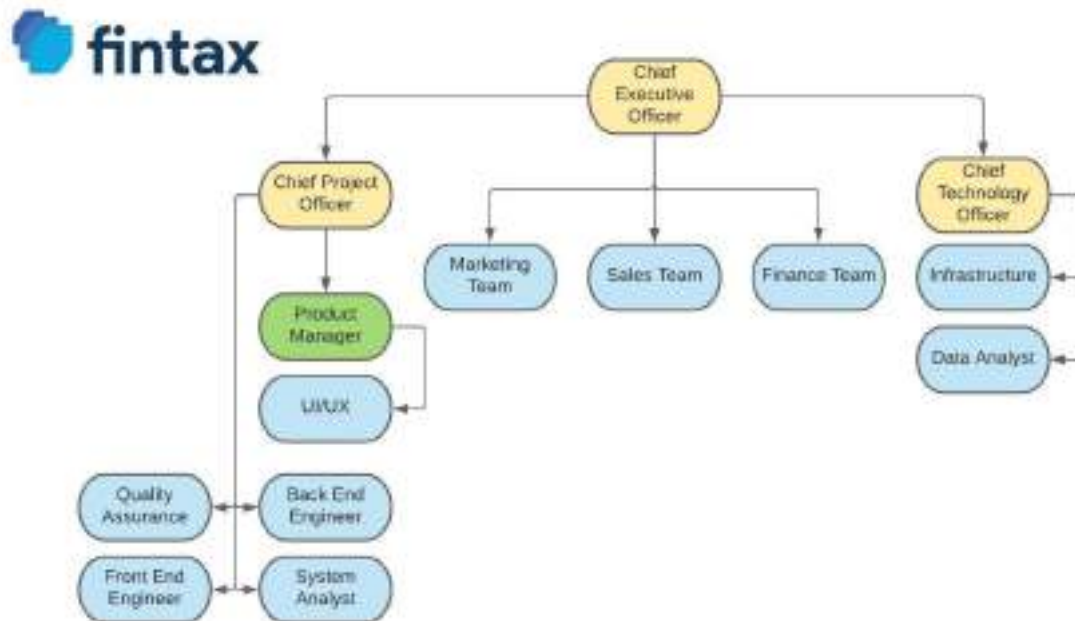


Figure 4: Organizational Structure of Fintax

CHAPTER 3 – DETAILS ON INTERNSHIP

3.1. ASSIGNED JOB ON THE COMPANY

On the first day of my internship, I was introduced to Ms. Syinta, the Marketing Team Leader, and my supervisor. Later that day, I have had given product knowledge about Pajak.io with Mr. Rayhan, the CEO of Fintax, and Mr. Joshua, the Product Manager of Pajak.io. Mr. Rayhan told me to learn about the product's details, such as the benefits of using Pajak.io, the services, and the flow of using the product. I was told to understand

the product entirely in order to be able to sell the product. I was assigned to find and set meetings to present about Pajak.io with potential users, but because of COVID-19, I offer potential clients by phone and Social Media (LinkedIn Message). I also accompanied Mr. Rayhan to present Pajak.io to a tax consultant and Tax Office (Kantor Pelayanan Pajak).

In the first month of my internship, I was asked by my supervisor to help her arrange collaboration (Webinar) with communities that focused on Small and Medium Enterprises. I was asked to research some organizations for collaboration. From my research, I found Kitong Bisa Enterprise, a community located in eastern Indonesia that concerns with the development of Small and Medium Enterprises in that area. I suggested Mr. Rayhan and Ms. Syinta prioritize the collaboration with Kitong Bisa Enterprise. It is an opportunity to reach those Small and Medium Enterprises that hard to be reached. My supervisor assigned me to be the representative to communicate with Kitong Bisa Enterprise for preparing the Webinar.



Figure 5: Collaboration with Kitong Bisa Enterprise on “Kitong Talk”

After a month of internship, my supervisor assigned me to become Customer Support. She told me that I have to deal with users' problems and feedback since my job was approaching potential users by phone and Social Media. I was told to inform users about the issues before they complain to us. I was always told to monitor the data analysis from the virtual dashboard and notify the engineers whenever there is a problem. In October, Mr. Rayhan told me to arrange a Town Hall Meeting for the company. I was assigned to find a place that can accommodate all employees, put the

hall's set, and ensure that the area is safe and follow the health protocol. The Town Hall Meeting took place at Connex Coworking Space Jakarta.



Figure 6: Final preparation on D-1 Fintax's Town Hall Meeting

For the last two months until the last day of my internship, I was shifted from Sales into Activation. Mr. Rayhan noticed that the number of users signed up in Pajak.io had grown rapidly, but only a few directly used the services. Many Pajak.io users only signed up but did not use the services. He explained what the company tried to improve, and he wanted me to activate those new users to use the services. Mr. Rayhan shifted my work into Activation because I have experiences of communicating directly with users. I was told to use a personal approach to users because he wants Pajak.io's services are fast response, caring, and solution for those who use Pajak.io. He claimed that tax in Indonesia is taboo, and he wants to change that stigma.

3.2. DAILY TASKS AND HURDLES

At the beginning of my internship, I was signed as a Sales intern. For an enterprise, sales are a corporate activity. Lead generation and sales are impaired. Sales apply to any operations leading to the selling of products and services. It is used to define the processes leading to the sale of products and services. Salespeople have to manage relationships with potential customers (prospects) and offer a solution for opportunities that ultimately leads to a deal (Hart, 2019). Mr. Rayhan and Ms. Syinta told me to learn and comprehend the product as soon as possible because I need to start offering the product to potential users. I was too struggling to follow the pace because I did not understand about tax at all. I was not only learned about the flow of the service but also learned about the tax. I even offered the product to people that have a higher understanding of tax than me. Mr. Rayhan also asked me to accompany him to present about Pajak.io several times. He told me to help him present to a tax consultant and tax

offices. In my first month, I was nervous whenever I approached potential users because I was not one hundred percent ready.



Figure 7: Sales approach through Social Media (LinkedIn Message)

After a month, Ms. Syinta gave me the responsibility to become a Customer Support for handling users that have problems with the service. Customer care refers to a collection of activities and systems aimed at supporting specific clients. Through various channels, as well as in, through the telephone, email, or live chat, customer service would take place. The aim is to support the customers at any time they need help (Perez, 2020). I was given the responsibility because I have experiences of cold calling. She told me to inform users about the issues before they complain to us. I have always been informed to monitor the data collection from the virtual dashboard. If there was an issue, I have to alert the engineers to fix the issue in a moment. In this task, I found that communication between divisions is essential. It is difficult for me because whenever I notified the engineers about the issues, they often do not directly solve the issue. My objective for this task was to help users solve their issues as soon as possible.

I completely understood that I have to maintain a good relationship with users by solving their cases to keep their trust for using Pajak.io's services. I often bought some time to wait for the engineers to solve the issues.



Figure 8: Troubleshooting one of Pajak.io's users

In the last two months until my last day of internship, Mr. Rayhan noticed that growth of users signed up was really significant. But he also noticed that only a few that directly used the services. Mr. Rayhan shifted my job into Marketing Activation intern. As part of a marketing process, Marketing Activation is implementing the elements of the marketing mix (such as product, price, position, and promotion) to achieve more significant outcomes and have the highest return in consumer marketing (MBA Skool Team, 2016). Mr. Rayhan's order was clear that I was assigned to focus on product activation in order to activate the newly signed up users to use the services by asking the users do they need help in terms of using Pajak.io. I have found some hurdles on doing this task. The majority of Pajak.io's users do not understand about taxes. Many users thought that I am a tax officer of the Directorate General of Taxes that tried to

collect their taxes. It was really hard for me to help the users to use Pajak.io often times I contacted them but yet they started panicking and tried to avoid me whenever I mentioned "Taxes". I have found out that the only way to ease my task was by contact them via WhatsApp because they could understand better that I am a representative of Pajak.io and I need to make sure that they could use Pajak.io without any difficulty.

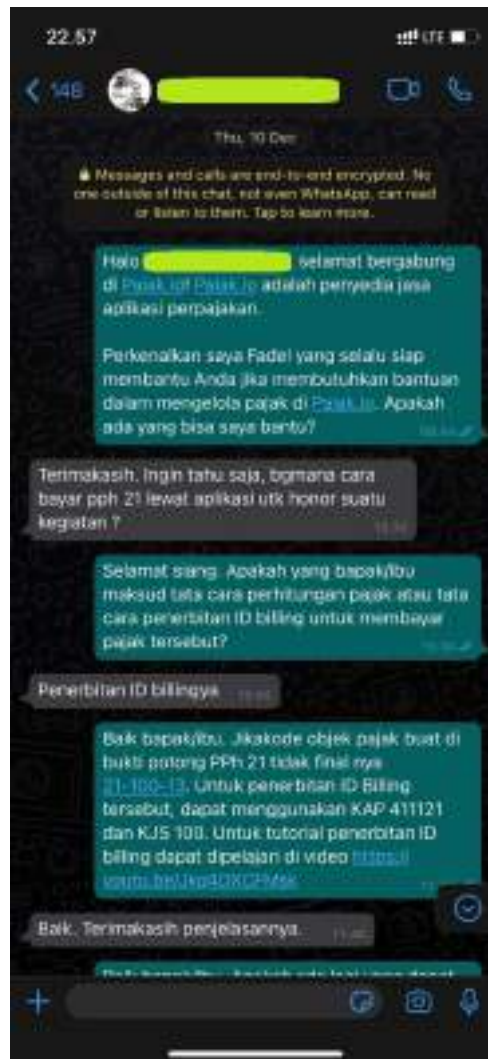


Figure 9: Activating Pajak.io's newly signed up user

3.3. DOCUMENTATION



Figure 10: Presenting Pajak.io to a tax consultant



Figure 11: Presenting Pajak.io to tax office in Tugu Tani



Figure 12: Presenting Pajak.io to tax office in Tebet



Figure 13: Adi's last day of internship (Ex Backend intern)



Figure 14: Fintax's Town Hall Meeting



Figure 15: Collaborated with Santara on "Bongkar Strategi Bayar Pajak untuk UMKM"



CHAPTER 4 – CONCLUSIONS & SUGGESTIONS

4.1. CONCLUSIONS

From 16 weeks of my internship program, I gained many pieces of knowledge, skills, and experiences. From the internship program at Fintax, I was able to develop myself for my future career. For me, having an internship program at a startup company focusing on tax was an experience that I would not forget. I learned about work culture, work pace, soft skills, and hard skills. I also had some valuable experiences such as having a responsibility to be a representative for communicating with an external party, Pajak.io's customer support and preparing Fintax's very first Town Hall Meeting. I cannot thank enough Fintax for giving me a fantastic opportunity to having an internship at Fintax, and I am also more prepared for my future career.

4.2. SUGGESTIONS

My recommendations for the company based during my 16 weeks of internship program are:

- The company should move to another office that has a larger capacity for employees.
- Improve the communication between Marketing division and Engineer division, especially when it comes to troubleshooting.



BIBLIOGRAPHY

- Hart, M. (2019, February 21). *What's the Difference Between Sales and Marketing? A Simple & Easy Primer*. Retrieved from HubSpot: <https://blog.hubspot.com/sales/sales-and-marketing>
- Maio, J. (2018, June 29). *10 Reasons Why An Internship is Important to All Students*. Retrieved from Blog of The State University of New York: <https://blog.suny.edu/2018/06/10-reasons-why-an-internship-is-important-to-all-students/>
- MBA Skool Team. (2016, May 20). *Marketing Activation*. Retrieved from MBA Skool: <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/16119-marketing-activation.html>
- MECA. (2018, January 17). *10 Benefits of an Internship*. Retrieved from MECA: <https://www.meca-nyc.org/meca-wbl/2018/1/14/10-benefits-of-a-meca-internship>
- Perez, M. (2020, April 13). *What is Customer Support? Definition and Examples*. Retrieved from Moment CRM: <https://www.momentcrm.com/blog/what-is-customer-support-definition/>



Log Sheet – Internship Placement Program/Practical Training

Dates (from – to)	10 th August – 21 st August 2020
Student's Full Name	Muhammad Fadel Ramadhan
Organization	PT Fintek Integrasi Digital (Fintax)
Department/Section	Marketing Team
Supervisor's name	Syinta Dewi
Phone	081274003400
Email	sdewi@fintax.id

#	Date & Time	Task Descriptions	Supervisor's Signatures & Notes
1	10 th August 9-17	<ul style="list-style-type: none">Product knowledge (e-Billing & e-Filing)Flow testing on Staging	
2	11 th August 9-17	<ul style="list-style-type: none">Sales approach via LinkedInProduct knowledge (e-Filing)	
3	12 th August 9-17	<ul style="list-style-type: none">Presenting Pajak.io to a tax consultantSales approach via LinkedIn	
4	13 th August 9-17	<ul style="list-style-type: none">Sales approach via LinkedInReview FAQ (Pajak.io)	
5	14 th August 9-17	<ul style="list-style-type: none">Sales approach via LinkedInUser feedbacks via telephone	
6	17 th August 9-17	Public Holiday (Independence Day of Indonesia)	
7	18 th August 9-17	<ul style="list-style-type: none">Sales approach via LinkedInFlow testing on Staging	
8	19 th August 9-17	<ul style="list-style-type: none">Sales approach via LinkedInFlow testing on Staging	
9	20 th August 9-17	<ul style="list-style-type: none">Sales approach via LinkedInFlow testing on Staging	
10	21 st August 9-17	<ul style="list-style-type: none">Sales approach via LinkedInUser feedbacks via telephone	

Supervisor's Signature

Syinta Dewi

Trainee's Signature

Muhammad Fadel Ramadhan



Log Sheet – Internship Placement Program/Practical Training

Dates (from – to)	24 th August – 4 th September 2020
Student's Full Name	Muhammad Fadel Ramadhan
Organization	PT Fintek Integrasi Digital (Fintax)
Department/Section	Marketing Team
Supervisor's name	Syinta Dewi
Phone	081274003400
Email	sdewi@fintax.id

#	Date & Time	Task Descriptions	Supervisor's Signatures & Notes
1	24 th August 9-17	<ul style="list-style-type: none">Sales approach via LinkedIn	
2	25 th August 9-17	<ul style="list-style-type: none">Sales approach via LinkedIn	
3	26 th August 9-17	<ul style="list-style-type: none">Presenting Pajak.io to a tax office in Tugu TaniSales approach via LinkedInTroubleshooting (e-Filing)	
4	27 th August 9-17	<ul style="list-style-type: none">Presenting Pajak.io to a tax office in Tugu TaniSales approach via LinkedIn	
5	28 th August 9-17	<ul style="list-style-type: none">Sales approach via LinkedInResearch communities for collaborationTroubleshooting (Sign Up)	
6	31 st August 9-17	<ul style="list-style-type: none">Sales approach via LinkedInResearch communities for collaboration	
7	1 st Sept 9-17	<ul style="list-style-type: none">Sales approach via LinkedInResearch communities for collaboration	
8	2 nd Sept 9-17	<ul style="list-style-type: none">Sales approach via LinkedIn	
9	3 rd Sept 9-17	<ul style="list-style-type: none">Presenting Pajak.io to a tax office in TebetSales approach via LinkedIn	
10	4 th Sept 9-17	<ul style="list-style-type: none">Sales approach via LinkedInUpdating customer support report	

Supervisor's Signature

Syinta Dewi

Trainee's Signature

Muhammad Fadel Ramadhan



Log Sheet – Internship Placement Program/Practical Training

Dates (from – to)	7 th September – 18 th September 2020
Student's Full Name	Muhammad Fadel Ramadhan
Organization	PT Fintek Integrasi Digital (Fintaw)
Department/Section	Marketing Team
Supervisor's name	Syinta Dewi
Phone	0812740034000
Email	sdewi@fintawid

#	Date & Time	Task/Descriptions	Supervisor's Signatures & Notes
1	7 th Sept 9-17	<ul style="list-style-type: none">Sales approach via LinkedInTroubleshooting (e-Billing)	
2	8 th Sept 9-17	<ul style="list-style-type: none">Meeting with Kitong (Dasa Enterprise)Sales approach via LinkedIn	
3	9 th Sept 9-17	<ul style="list-style-type: none">Meeting with Uptown (Coworking Space)Sales approach via LinkedIn	
4	10 th Sept 9-17	<ul style="list-style-type: none">Sales approach via LinkedInListing materials for collaboration with Kitong	
5	11 th Sept 9-17	<ul style="list-style-type: none">Preparing Storyline for tutorial videoSales approach via LinkedIn	
6	14 th Sept 9-17	<ul style="list-style-type: none">Sales approach via LinkedInDiscussing the topic for collaboration with Kitong	
7	15 th Sept 9-17	<ul style="list-style-type: none">Sales approach via LinkedInPreparing e-Billing data of Pajajaran users	
8	16 th Sept 9-17	<ul style="list-style-type: none">Preparation meeting with Kitong (Dasa Enterprise)Sales approach via LinkedIn	
9	17 th Sept 9-17	<ul style="list-style-type: none">Sales approach via LinkedInApproach user for product reviewPreparing materials for collaboration with Kitong	
10	18 th Sept 9-17	<ul style="list-style-type: none">Sales approach via LinkedInPreparing Sign up data of Rajakud users	

Supervisor's Signature

Syinta Dewi

Trainee's Signature

Muhammad Fadel Ramadhan



Log Sheet – Internship Placement Program/Practical Training

Dates (from – to)	21 st September – 2 nd October 2020
Student's Full Name	Muhammad Fadel Ramadhan
Organization	PT Fintek Integrasi Digital (Fintax)
Department/Section	Marketing Team
Supervisor's name	Syinta Dewi
Phone	081274003400
Email	s Dewi@fintax.id

#	Date & Time	Task Descriptions	Supervisor's Signatures & Notes
1	21 st Sept 9-17	<ul style="list-style-type: none">Sales approach via LinkedInPreparing materials for collaboration with Kitong	
2	22 nd Sept 9-17	<ul style="list-style-type: none">Meeting with Co & Co Coworking SpaceSales approach via LinkedIn	
3	23 rd Sept 9-17	<ul style="list-style-type: none">Sales approach via LinkedInTroubleshooting (Sign in)	
4	24 th Sept 9-17	<ul style="list-style-type: none">Meeting with LextaxSales approach via LinkedIn	
5	25 th Sept 9-17	<ul style="list-style-type: none">Sales approach via LinkedInPreparing materials for collaboration with Kitong	
6	28 th Sept 9-17	<ul style="list-style-type: none">Sales approach via LinkedInTroubleshooting (e-Filing)	
7	29 th Sept 9-17	<ul style="list-style-type: none">Meeting with GoWork Coworking SpaceSales approach via LinkedInTroubleshooting (e-Filing)	
8	30 th Sept 9-17	<ul style="list-style-type: none">Delivering product knowledge to new InternSales approach via LinkedInTroubleshooting (e-Filing)	
9	1 st October 9-17	<ul style="list-style-type: none">Sales approach via LinkedInResearch tax consultants for collaboration	
10	2 nd October 9-17	<ul style="list-style-type: none">Sales approach via LinkedInResearch tax consultants for collaboration	

Supervisor's Signature

Syinta Dewi

Trainee's Signature

Muhammad Fadel Ramadhan



Log Sheet – Internship Placement Program/Practical Training

Dates (from – to)	5 th October – 16 th October 2020
Student's Full Name	Muhammad Fadel Ramadhan
Organization	PT Fintek Integrasi Digital (Fintax)
Department/Section	Marketing Team
Supervisor's name	Syinta Dewi
Phone	081274003400
Email	sdewi@fintax.id

#	Date & Time	Task Descriptions	Supervisor's Signatures & Notes
1	5 th October 9-17	<ul style="list-style-type: none">Sales approach via LinkedInResearch tax consultants for collaboration	
2	6 th October 9-17	<ul style="list-style-type: none">Sales approach via LinkedInResearch tax consultants for collaboration	
3	7 th October 9-17	<ul style="list-style-type: none">Sales approach via LinkedInResearch a place for Town Hall Meeting	
4	8 th October 9-17	<ul style="list-style-type: none">Sales approach via LinkedIn	
5	9 th October 9-17	<ul style="list-style-type: none">Sales approach via LinkedIn	
6	12 th October 9-17	<ul style="list-style-type: none">Preparation for Town Hall Meeting	
7	13 th October 9-17	<ul style="list-style-type: none">Final preparation for Town Hall Meeting (Connex)	
8	14 th October 9-17	<ul style="list-style-type: none">Town Hall MeetingProduct knowledge (e-Faktur)	
9	15 th October 9-17	<ul style="list-style-type: none">Brainstorming (New content guideline for marketing)Research state-owned company for e-Faktur H2H	
10	16 th October 9-17	<ul style="list-style-type: none">Research state-owned company for e-Faktur H2H	

Supervisor's Signature

Syinta Dewi

Traipee's Signature

Muhammad Fadel Ramadhan



Log Sheet – Internship Placement Program/Practical Training

Dates (from – to)	19 th October – 30 th October 2020
Student's Full Name	Muhammad Fadel Ramadhan
Organization	PT Fintek Integrasi Digital (Fintax)
Department/Section	Marketing Team
Supervisor's name	Syinta Dewi
Phone	081274003400
Email	sdewi@fintax.id

#	Date & Time	Task Descriptions	Supervisor's Signatures & Notes
1	19 th October 9-17	<ul style="list-style-type: none">Product knowledge (e-Faktur)Research state-owned company for e-Faktur H2H	
2	20 th October 9-17	<ul style="list-style-type: none">Discussing about branding & marketing (Pajak.io)Learning about details (e-Faktur)	
3	21 st October 9-17	<ul style="list-style-type: none">Research state-owned company for e-Faktur H2H	
4	22 nd October 9-17	<ul style="list-style-type: none">Troubleshooting (e-Filing)Research Tagline ideas	
5	23 rd October 9-17	<ul style="list-style-type: none">Research state-owned company for e-Faktur H2H	
6	26 th October 9-17	<ul style="list-style-type: none">Discussing about metrics (Dashboard for Marketing)Assisting Ms. syinta for project "Sengkuriang"	
7	27 th October 9-17	<ul style="list-style-type: none">Learning about product activationBrainstorming (Marketing division)Data recap (e-Billing)	
8	28 th October 9-17	<ul style="list-style-type: none">Learning about product activationData recap (e-Billing and e-Filing)	
9	29 th October 9-17	<ul style="list-style-type: none">Learning about product activationData recap (EFIN)	
10	30 th October 9-17	<ul style="list-style-type: none">Learning about product activationPreparing template for message blast (Activation)Data recap (Company registered)	

Supervisor's Signature

Syinta Dewi

Trainee's Signature

Muhammad Fadel Ramadhan



Log Sheet – Internship Placement Program/Practical Training

Dates (from – to)	2 nd November – 13 th November 2020
Student's Full Name	Muhammad Fadel Ramadhan
Organization	PT Fintek Integrasi Digital (Fintax)
Department/Section	Marketing Team
Supervisor's name	Syinta Dewi
Phone	081274003400
Email	sdewi@fintax.id

#	Date & Time	Task Descriptions	Supervisor's Signatures & Notes
1	2 nd Nov 9-17	<ul style="list-style-type: none">Activating newly signed up usersMeeting about metrics	
2	3 rd Nov 9-17	<ul style="list-style-type: none">Delivering letter to PT. PupukActivating newly signed up users	
3	4 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up user	
4	5 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up user	
5	6 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up userLearning on using Postman (e-Filing Validate)	
6	9 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up userResearch potential users (Free Trial e-Faktur)	
7	10 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up userMaking scenario plan for Social Media	
8	11 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up userFollow up registered EFIN	
9	12 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up userFollow up registered EFIN	
10	13 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up userReviewing data from e-Filing validate	

Supervisor's Signature

Syinta Dewi

Trainee's Signature

Muhammad Fadel Ramadhan



Log Sheet – Internship Placement Program/Practical Training

Dates (from – to)	16 th November – 27 th November 2020
Student's Full Name	Muhammad Fadel Ramadhan
Organization	PT Fintek Integrasi Digital (Fintax)
Department/Section	Marketing Team
Supervisor's name	Syinta Dewi
Phone	081274003400
Email	sdewi@fintax.id

#	Date & Time	Task Descriptions	Supervisor's Signatures & Notes
1	16 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up userCreating SOP for Customer Support and Activation	
2	17 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up userDiscussing new Product: Bijak by Pajak.io	
3	18 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up userKeyword research based on subregion	
4	19 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up userResearch potential users (Free Trial e-Faktur)	
5	20 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up userWorking on SEM Rush	
6	23 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up userDiscussing about blog article and WA Business	
7	24 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up userLearning about campaign partnership and fresh chat	
8	25 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up userData preparation for email blasting	
9	26 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up userDiscussing about Free Trial e-Faktur	
10	27 th Nov 9-17	<ul style="list-style-type: none">Activating newly signed up userCreating template for message blast (Bijak)	

Supervisor's Signature

Syinta Dewi

Trainee's Signature

Muhammad Fadel Ramadhan



Assessment Report – Internship Placement Program/Practical Training

Today's Date	4 th January 2021	Score on the Overall Result 82
Student	Muhammad Fadel Ramadhan	
Department	International Business Administration	
Start	10 th August 2020	
Finish	27 th November 2020	
Academic Year	2020 – 2021 (Odd)	
Supervisor*	Syinta Dewi	

Attitude

		85-100	75-84	60-74	50-59	<50
Cooperation	Openness to suggestions for achieving the aim of the training and task (helpful & adaptable)	90				
Neatness	Neatness and punctuality at work		80			
Reliability	Tasks carried out in a responsible way	85				

Aptitude

Readiness to learn	Interest in training content and tasks	85				
Understanding	Understand new assignments, which require speed and accuracy		77			
Knowledge	Overall knowledge		80			
IT-Knowledge	Skills in using software	87				
English Knowledge	Proficiency (Speaking, Writing & Comprehension)	85				
Potential	Ability to work independently on assignments and to develop understanding			70		

Performance

Quality of work	Performance at work		82			
Concentration and persistence	Ability to use the time intensively in doing assignments		80			
Working speed	Speed in doing the work		79			
Reaction to pressure	Behaviour while completing many jobs under time pressure		82			



[Handwritten signature]



Positive or negative comments (to be completed by the Supervisor/s):

- Fadel is taking full responsibility of his job
- Also, he is fast learner. But he need to learn how to work independently.
- Fadel contributes to the success of the team on a regular basis.
- Fadel need to improve the way how communicate with third party since he was in marketing team.
- Fadel was very good at ~~the~~ teamwork and very helpful.
- Overall, we're happy work with him.
- He shows a sincere interest in understanding the Pajaria product and his role in marketing team.

Would you accept IULI students for Internship Placement Program in the coming years?
 Yes / No

Note: The assessment has been discussed with the student undertaking the Internship Placement Program/Practical Training

Assessment date: 4th January 2020

Student's signature

Muhammad Fadel
Ramadhan

Supervisor's Signature

Syinta Dewi

International University
Liaison Indonesia

Samuel PD Anantadjaya
BSL, MBA, MM, CFC, CFP, CMA, Dr.

