

**DIGITAL AND BRAND MARKETING
AT SABABAY WINERY**

INTERNSHIP REPORT

**MAGANITRI KUNDALA PUTRI
11201708004**

**Submitted to fulfill the requirement
of the internship placement or practical training period**

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

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





APPROVAL PAGE

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**Department of International Business Administration
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**Acknowledged by;
BSD City, Serpong, Tangerang, Indonesia
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QT 0.02/Rev.06



PREFACE

First and foremost, I would like to thank my parents for their unwavering support for all my endeavors and ensuring that I can fulfill all of my tasks and responsibilities throughout my internship.

Thanks to Sababay Winery for accepting my internship and entrusting me with responsibilities at the company, especially during a hectic time of not only the Covid-19 pandemic but also the launch of a new sub-brand in which many of the employees working are under a lot of pressure.

My sincerest and deepest gratitude to every member of the marketing team at Sababay Winery; Ms. Elizabeth Leony Kartika as Digital Marketing Manager and Ms. Dewi W. Budiono as Brand Manager for their mentorship, Ms. Anggita Mahardika as Creative Manager for her time and trust, Mr. Stefan Arliyanto as Brand Director for his knowledge, and Mr. Mohammad Moechafidin as Marketing Director for the opportunity. I would like to thank them all for sharing with me their varied and immense knowledge and skill in the world of marketing and allowing me to be a part of their daily work.

Lastly, I would also like to thank my campus, IULI, for helping me gain a base understanding which helped me to be acquainted with the marketing and business world and for the internship period which is very important for my future career. Special thanks to Mr. Samuel Prasetya, the head of my study program and dean, and all lecturers who participated in preparing the internship program for me.

South Tangerang, January 2021
Maganitri Kundala Putri



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Chapter 1: Introduction

1.1. WHAT IS AN INTERNSHIP?

An internship is a short-term work experience program provided by companies and other organisations for inexperienced individuals, usually students, to receive entry-level knowledge and practical skills within a particular industry or field. An internship encompasses a variety of learning opportunities and goals for the interns including; academic learning, career development, skill development, and personal development. Typically, interns spend their time working on relevant projects, assisting employees, learning about the field through observations, making industry connections, and developing practical skills (University of Toronto Mississauga, 2011).

Internship within a reputable corporation, large and small, provides the opportunity for individuals, and students in particular, to gain first-hand experiences in the daily operations of a business organization. An internship allows them to not only observe the day-to-day activities but are given opportunities to contribute to the organization directly. For students, this enables them to apply the theories and concepts that they learnt in their courses in a real-world setting. The internship experience exposes students to a learning environment in which various skills are gained including practical skills, knowledge of the qualifications and duties of a position, exploring interest in a particular field, an understanding of the skills and knowledge required in the workplace, as well as decision-making skills, critical thinking skills, and, potentially, increased confidence and self-esteem (Cheong, Yahya, Shen, & Yen, 2014).

An internship is valuable for many students as it provides the opportunity to work alongside accomplished and knowledgeable industry professionals in a real-world setting. This allows interns to gain a base understanding of what an entry-level role will entail in addition to gaining real world work experience that will help in their future endeavors and careers. The demand for internships is increasing because it is believed that they improve students' employability. Students deepen their understanding of theoretical knowledge and its practical applications, while learning about their community and the real world of employment (Jung, 2016).

1.2. REPORT COVERAGE

The internship report will go in depth into the details of my internship period at Sababay Winery. Starting with the internship application process, a comprehensive company profile, and a detailed breakdown of my internship at the company. The introductory chapter of the report will explore the details of the internship program in broad, discussing the definition and benefits of an internship, the challenges faced prior as well as the application process. The company profile on the proceeding chapter will outline the background of the company, a brief history of the company, its



organizational structure, and the specific department relevant to the internship period, in this case the marketing department. The specifics of my internship will be discussed in chapter 3, the period and length of the internship, the intern's tasks and responsibilities, additional activities, struggles and problems faced, and the knowledge and experience gained from the internship.

1.3. INTERNSHIP CHALLENGES

The main issues I face in regards to the internship was the lack of internships in many companies. Due to the Covid-19 pandemic, many businesses that would usually be open to accepting interns or run annual internship programs were not accepting applications in 2020. Despite sending my CV and motivational letters to multiple companies in Indonesia, I got zero replies to my application which felt rather demoralizing. This caused me to require reaching out through internal connections which made the application process easier but also less satisfying. Previously, I had wanted to try to find internship opportunities myself without any help from my parents and other relatives but it proved quite hard with so many companies not accepting internship applications.

In regards to the internship at Sababay, the pandemic made it so that the majority of my work is done remotely at home which made it less interactive, reducing the amount of tasks and responsibilities I felt I could have, and reducing the time I have with my mentor/supervisor. This, I felt, made the internship less impactful in regards to the things I learnt as I did not have as much interaction with my mentor and the company as a whole.

1.4. INTERNSHIP APPLICATION PROCESS

As mentioned previously, the application process was done through the use of internal connection within the company itself. As a close relative in my immediate family works at the company itself, the internship application required me to send my CV, a cover letter, and a short email of introduction summarizing who I am, asking for an internship position, and the period of internship. I officially began my internship on the 31st of August.



Chapter 2: Overview of the Company

2.1. COMPANY PROFILE

Sababay Winery, hereinafter referred to as “Sababay”, is an Indonesian wine company based in Bali that was established and founded in 2010. The company produces, bottles, distributes, and sells wines all over Indonesia. Sababay works with local Balinese farmers in Buleleng, Bali to buy their crops at a reasonable and fair price, establishing an exclusive partnership in which the company helps the farmers to grow new grapes and innovate their farming practices; utilizing superior production technology, enhanced irrigation techniques and tailored rootstock selection to create a premium, locally-produced brand. The company is driven by its mission to elevate Indonesia’s agriculture potentials with every bottle of Sababay wine and its vision to become a bridge between the agriculture sector and the market. The company continually highlights innovation in its products, processes and business models. Sababay wines are crafted with passion to highlight Bali’s outstanding natural products. Sababay are closely collaborating with local grape farmers, winemakers, wine experts, and distributors to create local products with international standards, while respecting the principles of transparency, equality, diversity and individual rights in our company and community.

With a total of 12 products within their product range, Sababay has four variants or “series” of wines; Velvet, Reserve, Sparkling, and Super Premium. In 2020, Sababay launched Sababay Distillery, a sub-brand which produces hand-crafted spirits with their first product, SABA Grappa, released in 2019, and two subsequent releases, SABA Vodka and SABA Vodka Infused in 2020 with an official launch of the brand.

2.2. BRIEF HISTORY OF SABABAY WINERY

Sababay Winery was founded and established in 2010. The name ‘Sababay’ originates from the location of the brand’s winery in the ‘Saba’ bay (*Teluk Saba*) in Gianyar, Bali. The inception of Sababay was inspired by the work and struggle of Balinese farmers whose grape crops were cheaply valued with many of them living in debt and finding themselves unable to make a living and selling their land to make ends meet. Sababay’s founder Mulyati Gozali and her daughter Evy Gozali built the company’s winery in 2011 and equipped it with equipment from France, Italy, and Indonesia to ensure the quality of their products. Sababay sold its first series of wines in 2014.

Since its inception, Sababay Winery has participated in various international competitions and has won awards in Vienna, Singapore, Korea, China, and Japan. Sababay wine also received a positive response when circulated at the 70th Cannes Film Festival. In 2017, Sababay Winery was awarded as the Most Creative Indonesian Company by SWA magazine and the company’s Moscato d’Bali is the first Asian wine to be displayed at La Cité du Vin in Bordeaux, France. In 2017, Sababay Winery produced

the first port-style wine in Indonesia with the release of their premium-series fortified red wine Mascetti. In 2017, Sababay Winery also became the official wine partner for Wonderful Indonesia from the Ministry of Tourism. In 2018, Sababay Winery rebranded and revealed new packaging and labeling for their products and opened their Winery Tour to the public, the first winery to do so in Indonesia. The following year, in 2019, Sababay Winery launched the Sparkling series with the release of 3 new sparkling wines to join with one of their hero products Moscato de Bali. Additionally, the year includes the inauguration of Sacramental Wine for the Catholic Church in Indonesia. Also in 2019 came the release of their first spirit SABA Grappa and the inception of their new brand, Sababay Distillery which released 2 new products and officially launched in 2020. A glimpse into the firm's milestones is illustrated below in Figure 1.1, highlighting the company's many achievements and innovations.

Figure 2.1: Sababay Milestones



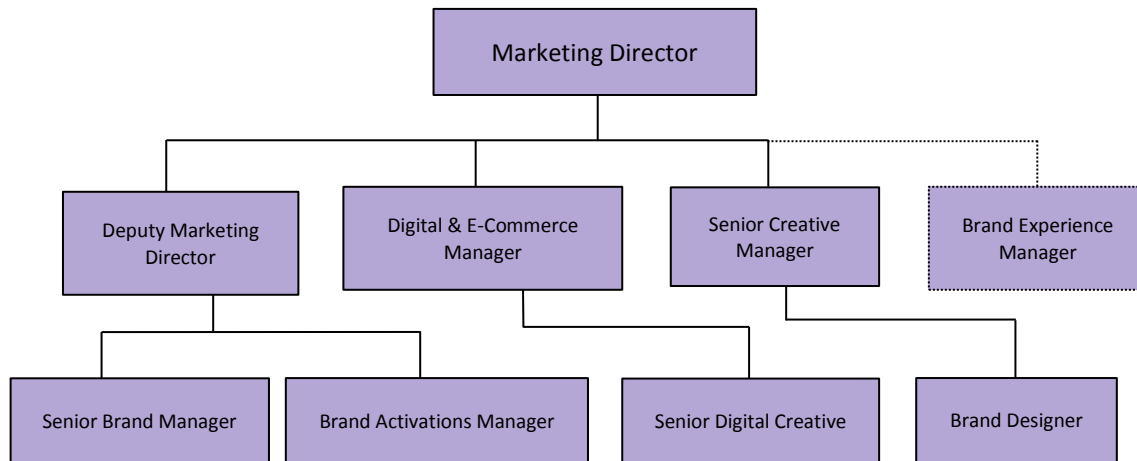
Source: (Sababay Winery A, 2020)

2.3. LOCATION

Sababay operates mainly out of Bali and Jakarta with distribution and sales rep in cities all over Indonesia. Sababay's Bali operations are separated into two with production at the winery at Gianyar and sales at Renon, Denpasar. Sababay's Jakarta office is located on the 20th floor of Satrio Tower in Mega Kuningan, South Jakarta. Working out of the Jakarta office are the team's entire marketing department, the Jakarta sales team which coordinates with partners and distributors all over the country, finance, legal, and Jakarta operation team. The company's sales and distribution points are mapped out in the figure below.

2.5. SABABAY MARKETING DEPARTMENT

Figure 2.4: Sababay Marketing Department



The majority of my internship program worked within the marketing department of Sababay which also follows a functional hierarchy structure. In accordance with my application, I was supervised and mentored mainly by the digital and e-commerce manager Elizabeth Leony Kartika with additional mentorship with brand activations manager Dewi Budiono. Sababay's marketing team is relatively small with a team of 8 employees handling the entirety of the company's marketing strategies. The department is divided into 3 divisions; brand, digital, and creative.

The branding team of Sababay consists of Senior Brand Manager who is responsible for creating brand strategies, brand collaborations, as well as a brand personality for specific products and product lines. The team also includes a Brand Activations Manager who is responsible for creating events, community outreach, and managing on the ground activities all across Indonesia. The branding team works closely with the sales department to activate sales promotion and on the ground events and sales activities.

The digital team of Sababay is led by the Senior Digital and E-Commerce Manager who is responsible for creating digital marketing strategies (such as influencer collabs, social media ads, and e-commerce promotions), content planning, and digital data analysis. The digital team also consists of Senior Digital Creative who is responsible for content planning, content creation, and designing digital advertisement.

The creative team of Sababay is led by the Senior Creative Manager who is responsible for Sababay's product labels in addition to conceptualizing, designing, and creating marketing campaign materials for Sababay Winery and Sababay Distillery. The



creative team also consists of a Brand Designer who is responsible for creating illustrations to be used for marketing campaign materials such as bottle tags, posters, banners, greeting cards, etc. and assisting the Senior Creative Manager to fulfill all designs required from the marketing and sales team.

The marketing department also works closely with the Brand Experience Manager who is responsible for managing Sababay's winery tour operation and assisting the marketing team with collaborations and partnerships in Bali.

The entire marketing department of Sababay is headed by the Marketing Director who leads the team and oversees the various marketing activities done within the company. Every collaboration, advertisement, marketing campaigns, marketing designs and concepts, require approval from the marketing director to ensure that the company's core brand, personality, and value are carried through.

Sababay's marketing department works in tandem with one another to create a harmonious, interconnected marketing strategy that is applied across multiple platforms. Due to the rather small size of the department, many of the employees hold a multitude of tasks and responsibilities across platforms and cities. The team at Sababay is also highly collaborative in their work often sharing resources and ideas with one another for their individual tasks and responsibilities.

Chapter 3: Details on Internship

3.1. INTERNSHIP OVERVIEW

My internship unofficially began on August 24, 2020, when I visited the office for an introduction to the company, to the marketing team, and the responsibilities I will be handling. Officially, my internship started on August 31 and finished on December 31, 2020 taking place mainly remotely at home and at the company's Jakarta office at Satrio Tower, Mega Kuningan from time to time. As per my request, I had asked to be placed in the digital marketing team and subsequently mentored by Sababay's digital and e-commerce manager Elizabeth Leony Kartika. I also had a short period of supervision and mentorship with the company's brand activations manager Dewi Budiono.

3.2. WORK RESPONSIBILITIES

As a part of my internship program, I mainly assisted the Digital Marketing team, helping in content planning and handling the e-commerce side of Sababay at Tokopedia. In the beginning, my internship mainly consists of writing captions for Sababay's Instagram page and assisting the digital team with their monthly content plan, coming up with post ideas, and researching for content such as movie recommendations, potential food pairings, recipes, that will match with the individual personality of Sababay's product as well as the overall brand personality. In addition, over time I began having more responsibilities regarding personal communications with consumers via comments and private chat as an admin on Instagram and Tokopedia store. Throughout my 4 months at Sababay, I was also responsible for managing and creating content for the company's 2 Facebook pages, Sababay Winery and Sababay Distillery. The combination of these tasks and responsibilities were incredibly insightful and gave me a lot of information regarding the interconnectivity of branding and social media.

In addition, I also assisted the Brand team at Sababay Winery with administrative tasks and note-taking during meetings both internally and externally. This occurred mainly at the beginning of my internship, as my responsibility with the digital team increases, my responsibilities with the brand team decreases.

3.3. ADDITIONAL ACTIVITIES

In addition to my responsibilities, I also took part in many brainstorming and alignment meetings in which the marketing and sales team share data and ideas for the upcoming week, month, season, and yearly quarter. These brainstorming and alignment meetings were incredibly insightful, and gave me a concise understanding of the day-to-day activities required of a marketing and sales team to achieve their sales target and execute strategies. During these meetings came discussion of the importance of marketing materials, sales promotions, industry trends and market condition, marketing campaigns and content ideas. Within the time frame of my internship, Sababay was on



course to launch a new brand, Sababay Distillery, with the release of 2 new products. With this came the opportunity to observe and learn the objectives, strategies, and planning of a brand launch; the considerations that an organisation makes for a successful release and what a successful release really is.

During my internship I also had a few one-on-one mentorship discussions with my supervisor, the digital marketing manager of Sababay as well as one with the brand activations manager. In these one-on-one sessions, my mentor and I discussed a particular topic that I have approached them with and I would ask them questions about their insight, observations, and experiences. These mentorship sessions were done via Google Meet and last between 1-2 hours. Topics of discussion include: data analysis, content planning, social media trends, market behavior, consumer profiles, e-commerce, branding, omni-channel marketing.

Although not a part of my main internship program, I also accompanied employees of the sales and brand team during market visits and event planning, mainly at the beginning of my internships. During these market visits, I got to see how a salesperson approaches, communicates, and negotiates with partners and potential partners.

3.4. PROBLEMS AND SOLUTIONS

At my internship, the problems I face had to do mainly with the lack of clarity in regards to my role and learning opportunity. Perhaps due to the firm's lack of human resource department, there was not a set training or list of responsibilities for me to follow which made a lot of the experience and knowledge I gained during my internship happened secondarily through observation rather than experience which made it feel quite similar to university and less impactful in terms of the practical skills I gained.

Many of the problems I had with my internship were on a personal level as I found it quite difficult to concentrate and keep track of all the tasks I had to do especially at the end where the majority of my time was spent on Tokopedia answering consumers and less on marketing and content. I felt like this was more of a personal problem that I had to fix by changing my mindset and realizing that knowledge and experience can be gained from all of this. Additionally, I also made it a point to be more proactive, asking for one-on-one mentorship sessions, asking more questions and possible tasks I could do/help with. I definitely wished I had been a lot more vocal and interactive during my internship.

3.5. KNOWLEDGE AND EXPERIENCE

The scope of my responsibilities and activities interning at Sababay have given me quite a broad and varied new knowledge and experiences about digital marketing, social media, e-commerce, branding, marketing, as well as the alcohol industry and the



food and beverages industry at large. Not only through observations and tasks but also through conversations with the employees who have all had a lot of experiences not only at Sababay but also elsewhere in other industries including beauty, FMCG, etc.

To be more specific, in digital marketing, I was able to learn the planning, theory, and brand behind creating social media content, especially on Instagram. I got to learn how to create an overarching theme within a particular month, how to keep followers engaged, and how to tie content to sales. On a practical level, I got to learn how to use Hootsuite and SmartMetrics to gather data and schedule content posts, how to manage an online store at Tokopedia, and what data points are useful in analyzing sales and social media. I also learnt a lot about social media trends, how to keep up and how to adapt that trend to a particular company.

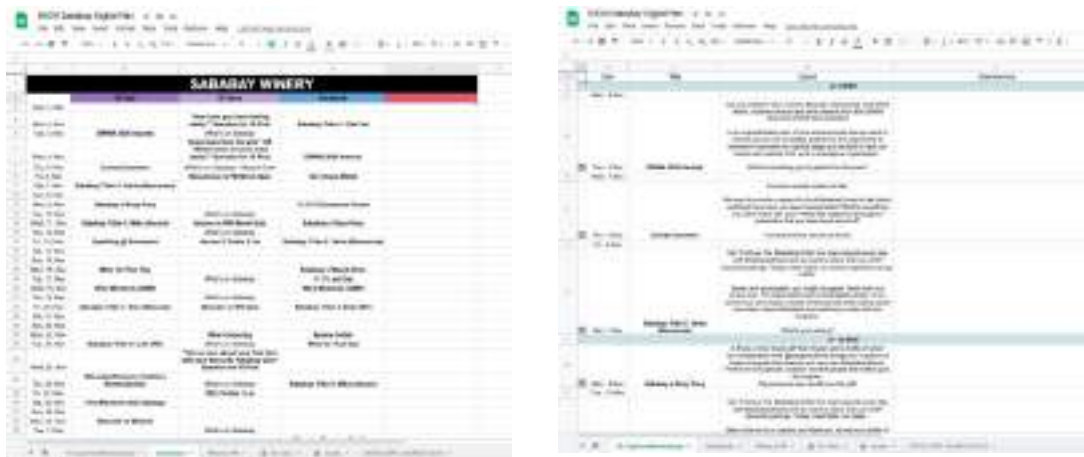
In regards to branding, I was able to learn how a brand personality is created and how that personality is carried through in the marketing strategy. It was quite interesting to see how each product has its own personality and how that personality connects to their corresponding wine series and how that corresponds to the overall Sababay brand personality. On the branding side, I also learnt the way that brand and sales connect, in events, collaborations, and marketing necessities.

On a personal level, I gained a lot of organizational skills that allows me to keep track of my tasks and make lists and plans according to a specific schedule, which will be shown in the work documentations. As a huge part of my job at Sababay was spent writing, either on Instagram captions or Facebook posts, I also learnt how to write in a more social media and somewhat corporate manner that tows the line between professional and friendly which I was previously unaware of. I was also able to, I feel, improve my creative thinking skills with the various brainstorming sessions and my design abilities as I had the opportunity to receive feedback from Sababay's creative team regarding my posts.

Overall, the experience and knowledge I gained was incredibly insightful. As previously mentioned, I was fortunate enough to be able to join Sababay at a critical point in which they were launching a new sub-brand, in which we were amidst a global pandemic that made everyone at work to be more adaptable, resourceful, and creative, as well as during the critical holiday period where sales and marketing were heavily pushed. I got to see all the team's creativity with their strategies and plans which inspired me greatly to become more adaptable. I saw how hard the team struggled, with budget constraints, nationwide lockdowns and restrictions, and behavioral changes with the consumers, so it was very impressive how the employees managed to increase their sales in 2020.

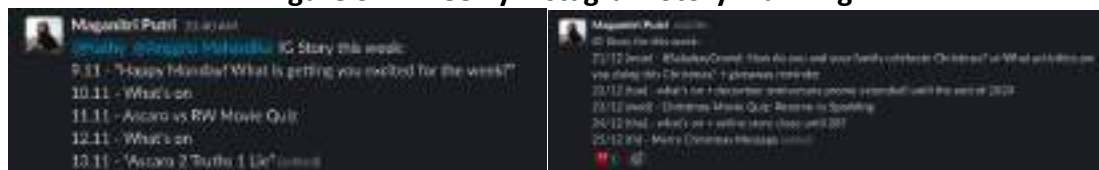
3.6. WORK DOCUMENTATIONS

Figure 3.1: Monthly Digital Marketing Schedule



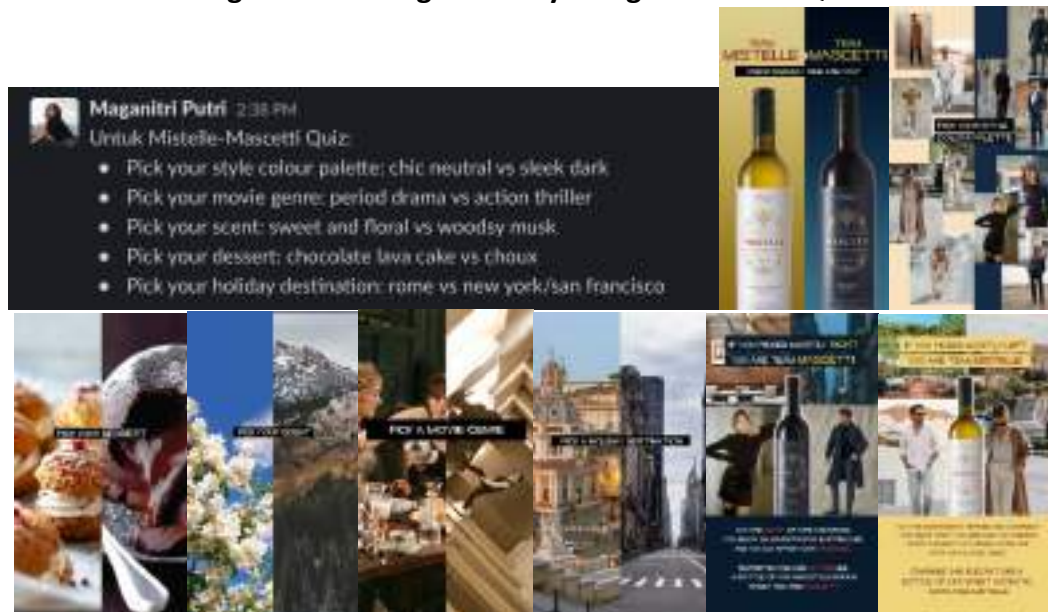
Every month I would create a Google Sheet file containing the digital team's content schedule. As the main focus of the company's social media is on the Instagram platform, I was responsible for creating a content plan for Instagram Stories and Facebook based on the content schedule for Instagram. For an Instagram Story, I would be responsible for creating stories that relate to the content that week whether it's a quiz featuring a product mentioned, an open-ended question to illicit conversations and engagements, or something else. Most of the time, I would be responsible for the stories content and design. This Google Sheet file also includes an outline of Facebook content, which I was responsible for creating, writing and designing. In the file I would write a draft for what I want to write for a Facebook post and go on to design the post before scheduling it on Hootsuite. Within the Google Sheet is also content brainstorming where I would write references and ideas for the posts as well as caption drafts as I would sometimes think of a caption for a post beforehand.

Figure 3.2: Weekly Instagram Story Planning



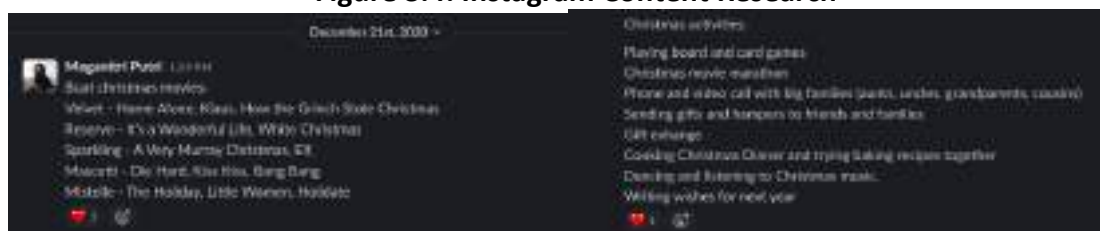
Every Monday, I would propose to the digital marketing team via Slack a schedule of Instagram story ideas for the week that relates with the week's content and any events that are happening. These ideas would be outlined and further elaborated on in the week before being designed and created by me or the Senior Digital Creative to be posted on the day.

Figure 3.3: Instagram Story Design – Product Quiz



Above is an example of an Instagram story that I would create, starting with an outline of the story and what it would consist of. I would then go on to create the stories that are going to be uploaded by the Senior Digital Creative who is also responsible for posting on Instagram.

Figure 3.4: Instagram Content Research



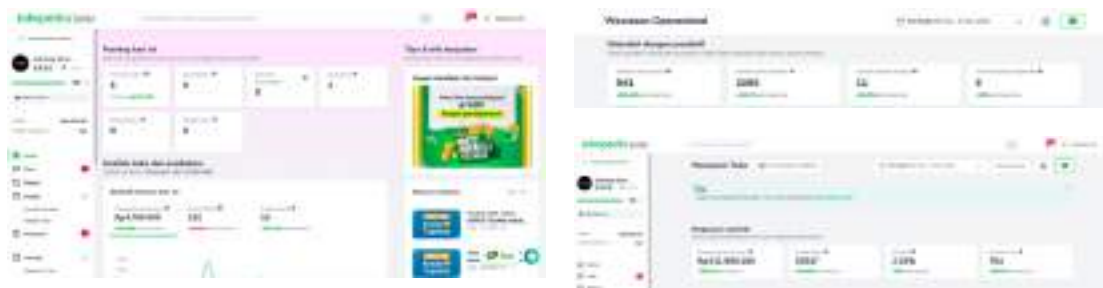
For certain content, I would list out ideas that could be used for an Instagram post. Based on a product personality, I would list out things that relate to it, helping to shorten the research and conceptions for an Instagram post.

Figure 3.5: Hootsuite for Facebook and Social Media Data



Using Hootsuite, I would schedule posts to be posted on Facebook as I was responsible for creating content for Sababay Winery and Sababay Distillery's Facebook pages. Throughout my internship I had created a total of 91 posts for Sababay's Facebook page. It was only at the end of my internship that I began to notice the traffic and link clicks that is possible on Facebook.

Figure 3.6: Tokopedia Seller Dashboard



I was assigned by the Brand Activations Manager to assist her with managing Sababay's official store at Tokopedia while she was on a work-trip to Bali in October, this later became a permanent task and responsibility of mine culminating in the holiday period in December which saw the company reached its highest sales. In December alone, I answered a total of 1065 messages and 9 discussions on Tokopedia and took care of 754 orders. These orders required me to thank the customer and ask them for their ID as well as answering questions related to the product and the brand. Most asked about product taste, gift and occasion recommendations, food pairings, and post-purchase storing. Here, I increased my product knowledge significantly and allowed me to interact with the market in a formal, business setting whereas previously, I had only interacted with consumers informally as an individual and not as a seller.

Figure 3.7: Sababay Distillery Content Brainstorming



For the launch of Sababay Distillery I had gathered a few images and references for content and promotional images focusing on the personality and soul of the brand. As the distillery brand is more masculine and rugged, with an emphasis on hand-crafted and individuality, it was quite fun and new for me to find inspirations and ideas for products that are outside of my immediate knowledge.

Figure 3.8: Internship Presentation



At the end of my internship, I had requested to give a mini presentation of data gathered from Instagram, Hootsuite, and Tokopedia to my mentor to give a summary of what I learnt and a few analysis in terms of content and online consumer behavior.

Figure 3.9: Facebook Content Designs



Above are a few of the designs I made for Facebook. Using fonts that were given to me by the creative team, I made sure that every post had a specific feel and mood according to the products and occasions. In December, Sababay held a mini-event around Bali called Bli Jali on the Move which I helped to design the social media marketing for.

Chapter 4: Conclusions & Suggestions

4.1. CONCLUSION

To conclude, I gained a lot of new knowledge and experience from this internship. Despite the unusualness of the circumstances in which my internship occurred, I was still able to learn the basics and daily works of the marketing team in branding and digital marketing. In fact these circumstances allowed me to learn a side of business that I would otherwise never have been able to experience; how does a business that relies on events, special occasions, nightlife, and tourism handle a pandemic that takes all of that away? In spite of the pandemic, Sababay was able to increase their overall sales from the previous year, experiencing a sales growth where many of their competitors are struggling.

It has been a one-of-a-kind experience, one that I am glad I had the opportunity to have. The internship informed me so much of the inner workings in digital marketing, e-commerce, branding, and brand collaborations, sales and marketing. It allowed me to see how a company manages nationwide sales promotions, releases new products, creates a new brand, and develops engaging content. I firmly believe that what I got to experience was a lot more insightful and important than I could comprehend. In addition to the tactical side of things, the opportunity has also taught me communication skills between employees, with collaborators and partners, and with consumers as well as improving my organization skills and making me more aware of responsibilities.

The company's employees with their unique and varied knowledge and area of expertise have all been incredible to work alongside with. The relatively small size of Sababay's marketing team means that the few that are there have to be very good at a variety of things, it has taught me the importance of adaptability, lea

4.2. RECOMMENDATION

From the observations I gather from my time at Sababay, within the marketing department and the company as a whole, I would make the following recommendations:

1. Expansion of the company's marketing team. Due to the small size of the department and the large scope of their responsibility, many of the marketing team are overworked and overwhelmed with tasks which takes them away from data analysis and reviewing the effectiveness of their varied marketing campaigns. It also made it so that the employees have a limited time to execute their strategies with little preparation and a short turnaround between projects and campaigns.
2. Human Resources Department. The firm's Jakarta team does not have a human resources department which makes the organization seem less professional and causes many of the employees to be less empowered. Due



to this, the company does not have a set recruitment process, an individual performance appraisal (outside of the sales team target revenue), training and development programs, a set employee benefit, bonuses, compensations, and other human resources functions. During my time at Sababay, many of the employees voice complaints and dissatisfaction with the work and yet, due to the firm's lack of human resources department, these issues are not settled nor are they brought up to the higher ups outside of conversational anecdotes. I also saw the resignation of the company's senior brand manager which did not prompt an exit interview which would benefit the company greatly as it would help the firm find weak points within their organization to reduce employee turnover.

3. I hope that in the future the company can create a program aimed at apprentices and interns, because it will have a positive impact on both parties. Although my time interning at Sababay was insightful, I believe that by having a set program outlining all the tasks, responsibilities, and scope of a particular internship with a timeframe would be less stressful and be more helpful to the firm overall as the intern would have the time required to learn and become proactive within the organization.

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PERJANJIAN KERJA MAGANG
No. 001/PKWT/SBBI-INTERN/VIII/20

Perjanjian Magang ini dibuat dan ditandatangani di Jakarta, pada tanggal **31 Agustus 2020**, oleh dan antara :

1. Nama : Yohan Handoyo
Jabatan : CEO PT. Sababay Industry
Alamat : Satrio Tower Lt. 20,
Jl. Prof. Dr. Satrio Kav C4, Jakarta Selatan 12950

Dalam hal ini bertindak untuk dan atas nama serta mewakili PT. Sababay Industry, untuk selanjutnya akan disebut **PIHAK PERTAMA**.

2. Nama : Maganitri Kundala Putri
Alamat : Jl Camar XI –BC 9 Bintaro Jaya Sektor 3 Rt 05 / RW 08 ,
Pondok Aren, Tangerang Selatan , Banten

Dalam hal ini bertindak untuk dan atas nama dirinya sendiri, untuk selanjutnya akan disebut **PIHAK KEDUA**.

Pasal 1

1. Pihak Pertama bersedia menerima Pihak Kedua untuk magang, dan Pihak Kedua bersedia magang untuk memperoleh pengalaman dan bergabung dengan departemen Marketing di PT. Sababay Industry.

Pasal 2

1. Masa Magang Pihak Kedua di PT. Sababay Industry terhitung mulai 31 Agustus 2020 sampai dengan 31 Desember 2020 . Masa Magang Pihak Kedua dapat berubah sesuai kesepakatan kedua belah Pihak.

Pasal 3

1. Bahwa Pihak Kedua wajib mengikuti ketentuan jam kerja dan ketentuan umum yang berlaku di PT. Sababay Industry .
2. Bahwa Pihak Kedua wajib mengikuti seluruh tata tertib yang berlaku di PT. Sababay Industry
3. Bahwa Pihak Kedua Wajib melakukan dan Mematuhi Standar Protokol Kesehatan yang berlaku

Pasal 4

Pihak kedua bersedia untuk melakukan kerja magang tanpa gaji bulanan , namun Pihak Pertama akan memberikan tunjangan transportasi sebesar Rp.1000.000 di akhir masa kerja magang.

Pasal 6

Setelah masa magang (pasal 2 di atas) berakhir, maka berakhir pula perjanjian ini dan tidak ada kewajiban atau tuntutan apapun dari Pihak Pertama kepada Pihak Kedua atau sebaliknya.

Demikian perjanjian ini dibuat dan ditanda-tangani kedua belah pihak tanpa ada paksaan dari pihak manapun.

Jakarta , 31 Agustus 2020

Pihak Pertama,

**PT SABABAY
INDUSTRY**

Yohan Handoyo
COO

Pihak Kedua,

**TERAI
MPEL**
BCAHF747391308
6000
DIAJUKKAN
Maganitri Kundala P
Karyawan



Appendix 4: Assessment Report

Assessment Report – Internship Placement Program/Practical Training

Today's Date	19 January 2021	Score on the Overall Result
Student	Magantri Putri	
Department	IBA 2017	
Start	September 2020	
Finish	December 2020	
Academic Year	2017 / 7	
Supervisor*	Elizabeth Leony Kartika	

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)	85				
Neatness	Neatness and punctuality at work		80			
Reliability	Tasks carried out in a responsible way		80			

Aptitude

Readiness to learn	Interest in training content and tasks	85				
Understanding	Understand new assignments, which require speed and accuracy		81			
Knowledge	Overall knowledge		81			
IT-Knowledge	Skills in using software	85				
English knowledge	Proficiency (Speaking, Writing & Comprehension)	85				
Potential	Ability to work independently on assignments and to develop understanding		81			

Performance

Quality of work	Performance at work		81			
Concentration and persistence	Ability to use the time intensively in doing assignments		82			
Working speed	Speed in doing the work		82			
Reaction to pressure	Behaviour while completing many jobs under time pressure		81			



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

- Have a good "can do" spirit
- love to learn new knowledge
- easily to adapt with the work pace
- fast learner

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: 19 JAN 2021

Student's signature

MEGANITRY PUTRI
Student's name

Supervisor's signature

Elizabeth Leany K
Supervisor's name

International University
Liaison Indonesia (IULI)

Department Head or
Dean





Log Sheet – Internship Placement Program/Practical Training

Date(s) (from - to)	24 August - 31 December 2020
Student's Full Name	Meganitri K. Putri
Organization	Sababay Winery
Department/Section	Digital Marketing
Supervisor's Name	Elizabeth Leony Kartika
Phone	
Email	

#	Date & Time	Task Descriptions	Supervisor's Signatures & Notes
1	Mon 24/08	Introduction to Sababay and Marketing and Sales Department Role and Responsibilities Assignments by Brand and Digital team Attended Sales and Marketing Alignment Meeting Attended Digital Team IG Content Brainstorming Meeting (September-October Content) Assigned to Reference Gathering for IG content Assigned to Writing IG Caption Assigned to Planning of Weekly IG Stories Assigned to Assisting with IG Posts Creation Assigned to Administrative Assistance for Marketing Team	
2	Tue 25/08	Create 20k Giveaway PA document Create Mock Up/Draft for IG Post (Mistelle + Show) Find references to be used for IG Post (Mistelle + Show) Write Caption for IG Post	
3	Wed 26/08	Create IG Post (Mistelle + Show)	
4	Thu 27/08	Assists with Mistelle Photoshoot at Kokonuts and Curtains	
5	Fri 28/08	Attended Marketing and Branding Meeting Write caption for IG Posts (Distillery Coffee Cocktail, Mistelle Quote) Create IG Story Weekly Plans Find pictures to be used for IG Post (Self-Care Kit) Reference Gathering for IG Post (Mistelle + Book)	
6	Mon 29/08	Attended Marketing Meeting Find Dessert Recipe for Mistelle Find Pictures for IG Self-Care Post	
7	Tue 30/08	Desktop Research of Bull Outlets Write caption for IG Posts (Mistelle + Show, Mistelle + Book) Gather Social Media Data for August Digital Report	
8	Wed 2/09	Call with Bartega Assigned to Create Content Plan for Facebook and Start Managing Messages on Facebook.	
9	Thu 3/09	Market Visit with Brand Team to Vitton and Bench's Attended Marketing Team Meeting with Kadence Create mood and inspiration board for Bartega Sip and Paint Event	
10	Mon 7/09	Create FB Post (Wine- 101: Wine Body) Write Caption for IG Post (Mistelle Playlist)	



11	Tue 8/09	Create FB Posts (Wine 101: Wine Body)	
12	Wed 9/09	Write Caption for IG Post (Label Explanation) Brand Meeting at Sudoet Tjerita Sales Market Visit to Pink Mama, Hey Beach	
13	Fri 11/09	Write Caption for IG Post (Bymne Collaboration) Post FB (Distillery Cocktail Video) Create IG Stories (Sip of Happiness Velvet)	
14	Mon 14/09	Attended Meeting with Marketing Team (Weekly Update) Write Caption for IG Posts (Distillery Lady Misty Cocktail, Mistelle Filter) Post FB (Dry vs Sweet)	
15	Tue 15/09	October-November IG Content Brainstorming Write IG Giveaway Rules Create IG Stories (Sip of Happiness Reserve)	
16	Wed 16/09	Attended Sales and Marketing Alignment Meeting	
17	Fri 18/09	Find Giveaway Winners	
18	Mon 21/09	Attended Meeting with Marketing Team (Weekly Update) Cross-check references for IG Post (Canape)	
19	Tue 15/09	Post FB Content (Bli Jali) Find Reference Images for IG Post Write Caption for IG Post	
20	Fri 25/09	One-on-One Digital Marketing Mentorship	
21	Mon 28/09	Create and Find Reference for IG Story (At Home with Mistelle) Sales and Marketing Alignment Meeting Create IG Stories (Sip of Happiness Sparkling) Cross-check References for IG Post (Movie Theatre Snack)	
22	Tue 29/09	Attended Marketing Meeting (Sababay Distillery, SABA 7P)	
23	Wed 30/09	Write Caption for IG Post (Distillery Bar, Movie Theatre Snack)	
24	Thu 1/10	Create Rumanami Photoshoot PA Write and Create FB Content (Reserve Red vs Black Velvet)	
25	Fri 2/10	Help with Photoshoot at Rumanami Residence Write Caption for IG Post (Movie Recommendation)	
26	Mon 5/10	Create IG Story (Nostalgia Trip) Write and Create FB Content (Tannin vs Acid)	
27	Tue 6/10	Write Caption for IG Post (Sparkling Cocktail)	
28	Wed 7/10	Find References for IG Post (Podcast Recommendation) Create IG Story (Why Listen to Podcast) Create Giveaway PA Post FB Content (Sparkling Cocktail)	
29	Fri 9/10	Write Caption for IG and FB Content (Sababay Tribe 1) Tokopedia Official Store Administration Briefing	
30	Sat 10/10	Assigned to Handle and Manage Tokopedia Store Operation (Daily Task) - Processing Orders - Handling Customer Relations	



31	Mon 12/10	Write Caption for IG Post (Sababay Tribe 2)	
32	Tue 13/10	Attended Meeting with Marketing Team (Weekly Update)	
33	Wed 14/10	Write Caption for IG and FB Content (Dessert + Sweet Wine) Create IG Story (Dessert Pairing Q&A)	
34	Fri 16/10	Write Caption for IG Post (Music Festival at Home)	
35	Mon 19/10	Attended Sales and Marketing Alignment Meeting Attended Meeting with Marketing Team (Weekly Update) Find References and Write Caption for IG Post (Reserve Series + Drama Movie) Create IG Story (Reserve Series + Drama Movie)	
36	Tue 20/10	Attended Digital Team IG Content Brainstorming Meeting (November-December) Write an Outline of Content Plan to be Scheduled	
37	Wed 21/10	Write Caption for IG Post (Sababay Tribe 3)	
38	Fri 23/10	Find References and Write Caption for IG Post (Reserve Series 3 Course Meal)	
39	Mon 26/10	Attended Sales and Marketing Alignment Meeting Attended Meeting with Marketing Team (Weekly Update) Write Caption for IG Post (Sababay Tribe 4)	
40	Tue 27/10	Create IG Story (Halloween Quiz) Find References for IG Post (Halloween Movie) Write Caption for IG Posts (Retro Games, Halloween Movies)	
41	Mon 2/11	Attended Sales and Marketing Alignment Meeting Attended SABA 7P Sales Team Presentation Outline November Content for FB	
42	Tue 3/11	Write Caption for IG and Create FB Content (DWWA Award)	
43	Wed 4/11	Attended SABA and Sababay Distillery Brainstorming Meeting	
44	Thu 5/11	Attended Sababay Distillery IG Content Brainstorming Meeting Presented References and Content Ideas for Sababay Distillery Content Write Caption for IG Post	
45	Fri 6/11	Create IG Story (Moscarosa vs Pink Blossom Movie Quiz) Write Caption for IG Post (Sababay Tribe 5)	
46	Sat 7/11	Attended Event with Brand Team (Paviliun 9)	
47	Mon 9/11	Write Caption for IG Post (Rosy Posy Collab) Create FB Post (11.11 Promo)	
48	Tue 10/11	Attended Meeting with Brand Team (Berita Angkasa)	
49	Wed 11/11	Write Caption for IG Post (Sababay Tribe 6) Create IG Story (Ascaro vs Reserve White Movie Quiz) Post FB Content (Rosy Posy Collab)	
50	Thu 12/11	Create Bali POSM RFF and PA document Create Bali Influencer Gift PA document Create FB Content (Masuk Oven Collab) Create IG Story (Ascaro 2 Truths, 1 Lie)	



51	Fri 13/11	Write Caption for IG Post (Ascaro at Rumanami) One-on-One Digital Marketing Mentorship (Data Analysis and Gathering) Post FB Content (Sababay Tribe 5)	
52	Mon 16/11	Create and Post FB Content (Masuk Oven Collab) Write Caption for IG Post (Wine Variants)	
53	Tue 17/11	Assigned to Assisting with IG Account Management (Daily Task) - Handling Customer Relations in DM and Comments Create IG Story (Last Day November Promo)	
54	Wed 18/11	Write Caption for IG and FB Post (Sparkling ASMR Video) Create The Mansion Christmas Bazaar RFF and PA documents Sorted and Categorized Distillery Outlets (Brand) One-on-One Branding Mentorship	
55	Fri 20/11	Write Caption for IG Post (Sababay Tribe 7) Create IG Story (Moscato vs White Velvet Movie Quiz) Gather Items for Corporate Event (Sunday Golf Tournament) Attended SPG Training Meeting Create IG Story (November Promo Purchase + Future Promo Wish)	
56	Mon 23/11	Create and Post FB Content (Bymne Collab) Write Caption for IG Post (Sababay Tribe 8) Create IG Story Plan for the week Calculate E-Commerce Sales for September Digital Report	
57	Tue 24/11	Post FB Content (Wine Variant) Attended Marketing Meeting (Weekly Update) Attended Digital Marketing Meeting (September-October Data)	
58	Wed 25/11	Create IG Story (Pink Blossom 2 Truths 1 Lie) Write Caption for IG Post (Distillery Re-Introduction)	
59	Thu 26/11	Attended Sales-Marketing Meeting (Anniversary Promo) Attended Marketing Meeting (The Yak) Assigned to Write Ad Print for The Yak Email Blast Post FB Content (Sababay Tribe 6)	
60	Fri 27/11	Attended Sales Meeting (Anniversary Promo, On Trade, Off Trade) Write Caption for IG Post (First Time Sababay)	
61	Mon 30/11	Assigned to Approach Customers for Anniversary Video Write Caption for IG Post (Mistelle-Mascetti) Create IG Story Plan for the week Attended Brand Meeting (Bali Update, events and promotions)	
62	Tue 1/12	Assigned to Approach Influencers for Anniversary Video	
63	Wed 2/12	Create and Post FB Content (Milk and Honey Collab) Create IG Story (Mistelle-Mascetti Quiz) Write Caption for IG Post (Mistelle-Mascetti 2)	
64	Thu 3/12	Assigned to Create IG Stories and FB Post design for Bli Jali on the Move Event	
65	Fri 4/12	Create FB Content (Furoshiki) Write Caption for IG Post (Mistelle-Mascetti 3)	
66	Mon 7/12	Write Caption for IG Post (Christmas Wishlist)	
67	Thu 10/12	Write Caption for IG Post (Christmas Collabs)	
68	Fri 11/12	Create and Post FB Content (tentangKita Christmas Collab)	



69	Mon 14/12	Help Operation Team with Packing and Delivery Create Anniversary Collab Partner PA document Create Masuk Oven PA document	
70	Tue 15/12	Create IG Story (Winery Reopening) Create FB Post (Winery Reopening) Write IG Caption and Anniversary Giveaway Rules Write IG Captions (SABA Launch) Create Anniversary Ball Collab Partner PA document	
71	Thu 17/12	Post FB Content (Winery Reopening)	
72	Fri 18/12	Write IG Captions (SABA Vodka Infusion, SABA Grappa Batch 2) Write IG Captions (Christmas Dinner pairing and Mulled wine recipe) Create PA document for Ball Influencers	
73	Mon 21/12	Help Operation Team with Packing and Delivery Outline IG Story plan for the week Research for IG Post	
74	Tue 22/12	Post Giveaway on FB Attend 2021 Content Planning Brainstorming meeting	
75	Tue 29/12	Create IG Story (New Year Quiz)	
76	Wed 30/12	Help Operation Team with Packing and Delivery Assigned to create final Tokopedia sales report in December Assigned to create analysis and report on Social Media performance Sep-Dec 2020	

Supervisor's Signature

Elizabeth Leany Kartika

Supervisor's Name

Trainee's Signature

MAGANITRI PUTRI

Trainee's Name