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## INTERNSHIP REPORT



### TRANSLATION OF BUSINESS TEXT OF THE STANDARD OPERATING PROCEDURES AT PT IKONSULTAN INOVATAMA

WINA SAVIERA FIDELA 2108412002

**POLITEKNIK  
NEGERI  
JAKARTA**

**ENGLISH FOR BUSINESS COMMUNICATION AND  
PROFESSIONAL  
BUSINESS ADMINISTRATION**

DEPOK

2024



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## STATEMENT OF APPROVAL

### LEMBAR PENGESAHAN PRAKTIK KERJA LAPANGAN

- a. Judul : Penerjemahan Teks Bisnis Standar Operasional  
Prosedur di PT Ikonsultan Inovatama
- b. Penyusun
- 1) Nama : Wina Saviera Fidela
  - 2) NIM : 2108412002
- c. Jurusan : Administrasi Niaga
- d. Program Studi : Bahasa Inggris untuk Komunikasi Bisnis dan Profesional
- e. Waktu Pelaksanaan : 02 September – 31 Januari 2025
- f. Tempat Pelaksanaan : Gedung Plaza Oleos 5<sup>th</sup> Floor Unit B-C  
Jl. T.B. Simatupang No. 53A  
Jakarta Selatan, 12520

Jakarta, 11 Desember 2024

Pembimbing PNJ,

Penyedia Perusahaan,

Sujiwo Priambodo, S.E., M.M.  
NIP. 198204262014041001

Theresia Triomegani  
Marketing & Partner Relation Lead

Mengesahkan  
KPS BISPRO,

Dr. Dra. Ina Sukaesih, Dipl. TESOL., M.M., M.Hum  
NIP. 196104121987032004



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## ACKNOWLEDGEMENT

Praise and gratitude belong to Allah SWT for His blessings, mercy and guidance so that the writer can complete this industrial internship at PT Ikonsultan Inovatama. Also, the writer successfully completed this Internship Report. This report is prepared and will be submitted as a requirement for passing the internship program, a prerequisite for obtaining a Diploma 4 (D4) degree at Politeknik Negeri Jakarta, and also as a form of the author's accountability for the tasks that have been carried out during this internship program. For the direction, guidance, and support that has been given to the author during this internship, the writer would like to thank:

1. Dra. Ina Sukaesih, Dipl. TESOL, M.M., M.Hum. as the Head of the study program who has provided knowledge, insight, and support to the writer all this time.
2. Sujiwo Priambodo, S.E., M.M. as the supervising lecturer who has provided time, energy, and thoughts to direct the author in the preparation of this Internship report.
3. Theresia Triomegani is the Marketing and Partner Relation Lead and the writer's mentor, who has guided and provided direction during the internship.
4. The writer's parents who have provided both moral and material support to the author so that he can undergo this internship program to completion.
5. My internship friends, especially Rania Mutiara and Dhita Sukma, were always there to help me through this internship.

Thus, this internship report is made as an evaluation material for the implementation of the writer's internship. The author also realizes that this final report is far from perfect, in terms of content and presentation. Hopefully, this final report can be useful for readers, especially BISPRO juniors who will soon carry out industrial internships.

Jakarta, 02 December 2024

Writer, Wina Saviera Fidela



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## CHAPTER I INTRODUCTION

### 1.1. Background

Internship is a practical learning method that allows students to apply theory, hone skills, and understand industry dynamics in a real work environment (Siregar et al, 2024). The internship also provides an opportunity for students to plunge directly into the industrial world, and it is also important that students are introduced to the work environment before they graduate. Thus, students can practice critical thinking and connect theory with actual work situations and challenges. Hopefully, after this program, students will be able to measure their ability to apply the knowledge they have learned during lectures.

In early 2020, the Minister of Education, Culture, Research and Technology (“Kemendikbudristek”) officially launched the Independent Campus Learning (MBKM) policy following Regulation of Kemendikbudristek Number 3 of 2020 concerning National Higher Education Standards, which in Article 18 states that the fulfillment of the learning period and load for undergraduate or applied undergraduate students can be carried out: 1) following the entire learning process in the study program at the university according to the period and learning load; and 2) following the learning process in the study program to fulfill part of the period and learning load and the rest following the learning process outside the study program. Through this policy, students have the opportunity for 1 (one) semester or the equivalent of 20 (twenty) credits to take learning outside the study program at the same university; and a maximum of 2 (two) semesters or the equivalent of 40 (forty) credits to take learning in the same study program at different universities, learning in different study programs at different universities; and/or learning outside the university. In addition, this internship program also aims to improve students' knowledge, skills, and attitudes to increase their readiness and absorption in the industrial world.

This is in line with one of the objectives of Politeknik Negeri Jakarta (PNJ), which is to successfully produce graduates of postgraduate applied education who are devoted, competent, and have national character. One of the efforts to achieve this





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is by implementing an internship program. In 2024, the Diploma 4 (D4) English for Business and Professional Communication (BISPRO) Study Program of the Commercial Administration Department of Politeknik Negeri Jakarta adopted the concept of Merdeka Belajar by requiring students to carry out an internship for one semester or at least four months. This activity aims to provide opportunities for students to apply the knowledge they have learned, especially in translation, especially in the fields of business and law which are currently much needed in the industry.

PT Ikonsultan Inovatama (IKON) is a company engaged in the consulting services sector related to information technology (IT). Established in 2002, the products offered by IKON are only consulting services in the field of financial services and information technology, but over time IKON added its products such as; *consulting* related to project management, *software development*, *managed services*, and *product solutions* in the financial services industry such as banks, insurance, or financing companies. However, due to the rapid development of information technology in the country, IKON is increasingly expanding its management and information technology consulting services to other industries such as telecommunications, construction, engineering, oil & gas, and retail. On this occasion, the writer has been internship in the Sales & Marketing division. This division is responsible for attracting customer attention through effective marketing strategies while ensuring sales with the right approach. The division combines efforts to build brand awareness, create demand, and achieve sales targets to support business growth. The division is divided into three departments; Sales, Marketing & Partnership Communication, and Resource Allocation. The writer is placed in the Marketing Communication sub-function which is part of the Marketing & Partnership Communication department. Marketing Communication ("Marcom") focuses on delivering brand messages, products, and internal communication through various communication channels such as email and internal WhatsApp Group. This role is important to keep internal communication running smoothly and build a positive image of the company both internally and externally. Thus, the required internship tasks include campaigns and documentation related to internal and external activities that will or have been carried out and then communicated to the company's communication channels.





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While the writer became a Marketing Communication intern, the tasks given were more related to business communication skills such as creating campaigns and documentation of activities that will or have been carried out by the company, translating text agreements and business documents, and also becoming an MC in ISO certification training that will be carried out by the company in January 2025. The writer realizes that the tasks given during the internship are closely related to the knowledge that has been learned during the lecture process. There are several courses in the English for Business and Professional Communication study program whose knowledge can be implemented to work on internship tasks so far, such as Creative Writing courses, Business Text Translation, Translation of Laws and Regulation & Agreement Texts, and most importantly Business Communication courses. For the writer, some of these courses are the most supportive of completing the tasks given by the mentor during this internship program.

Therefore, this internship is really important to do because it has various benefits that can be felt by the writer. The writer realizes that doing an internship at PT Ikonsultan Inovatama with the position of Marketing Communication intern can improve soft skills and hard skills, especially in the field of language, the author also gets new knowledge and directly practices it in the field. Also, this activity is very useful for the writer's future career path. During the program, the writer was directly guided by the Marketing & Partner Relations Lead as the author's mentor who always gave feedback on the translated text and creative text that had been done. After the end of the internship period, the author must report all the results of the activities carried out during the internship implementation by being guided by the supervising lecturer.

## 1.2. Scope of Activities

This internship carried out at PT Ikonsultan Inovatama is done offline at PT Ikonsultan Inovatama's working space, Kemang. The scope of this internship as a Marketing Communication intern is:



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### Scope of Work

1. Create SOP for BPJS Employment and BPJS Health Registration for new employees of PT Ikonsultan Inovatama.
2. Translated the SOP for BPJS Employment and BPJS Health Registration for new employees of PT Ikonsultan Inovatama.
3. Translated the text of the Non-Disclosure Agreement and the text of the Writer Internship Agreement.
4. Create materials and design PowerPoint for New Employee Onboarding activities at PT Ikonsultan Inovatama.
5. Carry out daily tasks such as making posters and captions related to campaigns regarding activities that will be carried out such as donation activities, Friday Blessings, or activities.
6. Participate in short classes and training related to the tasks that will be and have been given by the writer's mentor.
7. MC for training activities conducted by the company.

### 1.3. Place and Time of Implementation

Place and Time of the internship are as follows:

Implementation Time : 02 September 2024 – 31 January 2025

Instance : PT Ikonsultan Inovatama (IKON)

Office Address : Plaza Oleos Building 5<sup>th</sup> Floor Unit B-C  
Jl. T.B. Simatupang No. 53A  
South Jakarta, 12520

### 1.4. Objectives and Benefits

#### 1.4.1 Objective

The purpose of this program is to introduce the writer to the industrial world directly so that the writer can develop various technical and non-technical skills needed in the industrial world. In addition, this program trains the author in translating business texts by implementing translation theories that the author has learned during lectures. In addition, this internship is also intended to develop competencies needed in the industrial world, especially in the field of translation, such as:



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1. Improving Translation Skills
2. Improving Understanding of Treaty Terms
3. Improving Understanding of Business Terms
4. Improve understanding of business process flow
5. Improve Time Management and Prioritization Skills
6. Understanding Professional Ethics and Translator Ethics
7. Improving Business Communication Skills
8. Improving Skills in Public Speaking

**1.4.2 Benefits**

**Benefits to the Writer:**

The benefits that the author gets from this activity are:

1. through this internship, the writer's writing and translation skills have improved;
2. writers have the opportunity to directly enter the industrial world and work on real business projects;
3. The author gained insight into the industry in the field of sales & marketing which is closely related to business communication;
4. The author can learn new knowledge such as learning design applications such as Figma.

**Benefits for Readers:**

1. Readers are expected to get general information about internships in the Sales & Marketing division.
2. Readers are expected to gain a deeper understanding of the process of implementing a translation project.
3. Readers can expect an overview of the industry, including the challenges and solutions that writer faced when working on translation projects.





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## CHAPTER IV CLOSING

### 4.1 Conclusion

Based on the results of the internship program carried out by the author at PT Ikonsultan Inovatama, it can be concluded as follows.

- a. That the author has carried out the internship program for 1 (one) semester, precisely for 5 (five) months, starting from 02 September 2024 to 31 January 2025. During this period, the author had the opportunity to conduct translation projects by translating legal texts, namely Non-Disclosure Agreement (NDA) texts, internship contracts, and business texts, namely SOPs for BPJS for Health and BPJS for Employment Registration for new employees.
- b. That the translation of business texts tends to have a formal style and tone, making it feel quite stilted. Therefore, writers must translate such texts very faithfully to ensure that no information or message is biased when transferred into the target language (English). In the process of translating business texts, a deep understanding of business terms is necessary. In this case, the mentor's guidance during the internship period played an important role in helping the writer complete the translation of the text. In addition, due to the rigid and formal nature of the translation, the dominant technique used by the writer when translating is the literal translation technique, followed by the conventional equivalence technique and also the calque technique.
- c. When conducting the translation *project*, the writer found several obstacles. Some of the obstacles when translating the SOP are (1) the author had difficulty in finding the equivalent of the terms in the BPJS program into English and also (2) the author had difficulty in adjusting the style and tone of writing in legal texts and business texts that are rigid and formal. However, these obstacles can be overcome well thanks to the guidance and direction of the mentor who always answers if the author has questions.

### 4.2 Advice

Based on the writer's experience while carrying out an internship program at PT Ikonsultan Inovatama, there are several suggestions for target readers and partners, namely as follows:



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- a. Suggestions for the Bispro Study Program are, it would be better if the Head of Study Program, Bispro lecturers, or Bispro admin staff can help Bispro students who will take part in the internship semester to find or recommend internship places that the campus may have collaborated with these partners. The study program cannot only focus on the MSIB (Internship and Certified Independent Study) program, because the quota of MSIB is very limited and the selection is quite difficult. So, there are no incidents where the internship semester has started but there are still many students who are not ready or have not been accepted for internships at any partner.
- b. Advice for partners, it would be better if permanent employees in the support and marketing divisions were added. Because, according to the author as a marketing communication *intern*, the workload given is quite a lot, there are even some jobs that are not in the realm of marketing communication that must still be done by marketing communication *interns*. As an *intern*, the author feels that he must be able to do *multitasking* work. In addition, if there are many materials in English, but many employees with poor English skills, it would be better for partners to recruit one to two employees with an English education background or with experience as a translator with a translation *jobdesc*.

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## APPENDIX 1



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,  
RISET DAN TEKNOLOGI  
**POLITEKNIK NEGERI JAKARTA**  
Jalan Prof. Dr. G. A. Siwabessy, Kampus UI, Depok 16425  
Telepon (021) 7270036, Hunting, Fax (021) 7270034  
Laman: <http://www.pnj.ac.id>, Posel: [humas@pnj.ac.id](mailto:humas@pnj.ac.id)

Nomor : 7828/PL3/PK.01.09/2024  
Hal : **Permohonan Magang Industri**

25 September 2024

Yth.  
**Kepala HRD PT Ikonsultan Inovatama**  
Plaza Oleos lantai 5 Unit B – C  
Jl. TB simatupang no 53A, Jakarta, 12520

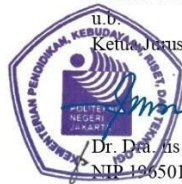
Dengan hormat,  
Sehubungan dengan kewajiban mahasiswa melaksanakan magang di industri terkait program studi dan berdasarkan Keputusan Menteri Pendidikan dan Kebudayaan Republik Indonesia Nomor 74/P/2021 tentang Pengakuan Kredit Semester Pembelajaran Program Kampus Merdeka, dengan ini kami mengajukan permohonan magang industri mahasiswa program studi Bahasa Inggris untuk Komunikasi Bisnis dan Profesional (Bispro) Jurusan Administrasi Niaga Politeknik Negeri Jakarta di PT Ikonsultan Inovatama, atas nama:

No.	Nama	NIM	No. HP	Email
1	Wina Saviera Fidela	2108412002	081617452549	<a href="mailto:wina.saviera.fidela.an21@mhsw.pnj.ac.id">wina.saviera.fidela.an21@mhsw.pnj.ac.id</a>

Adapun rencana pelaksanaan magang industri pada September s.d. Desember 2024. Mahasiswa tersebut bersedia ditempatkan di bagian/unit kerja yang berhubungan dengan bidang naskah dan terjemahan Bahasa Inggris.

Demikian surat permohonan ini kami sampaikan, atas perhatian dan kerja sama Bapak/Ibu, kami ucapkan terima kasih.

a.n. Direktur  
Wakil Direktur Bidang Kemahasiswaan  
u.d.  
Ketua Jurusan Administrasi Niaga



Dr. Dra. Iis Mariam, M.Si.  
NIP.196501311989032001

### Tembusan:

1. Direktur Politeknik Negeri Jakarta;
2. Wakil Direktur Bidang Akademik Politeknik Negeri Jakarta;
3. Kabag. Keuangan dan Umum Politeknik Negeri Jakarta;
4. Kasubag. Umum Politeknik Negeri Jakarta.



## APPENDIX 2

### MONTHLY EMPLOYEE TIMESHEET

Name : Wina Saviera Fidela  
Position : Marketing Communication Intern  
Mentor : Theresia Triomegani  
Month : September-December

#### SEPTEMBER

Negeri Jakarta

WEEK 1			
Day	Date	Job Description	Mentor's Signature
Monday	02/09/24	Onboarding, debriefing, briefing, assignment of tasks	
Tuesday	03/09/24	Review IKON's social media (Linked in, Instagram, Company Profile, and Website),	
Wednesday	04/09/24	Revision of social media review, mentoring related to the direction of making onboarding materials, making futsal banners	
Thursday	05/09/24	Creating onboarding materials	
Friday	06/09/24	Continue the onboarding material, participate in the independent pdp workshop and take minutes.	
WEEK 2			
Day	Date	Job Description	Mentor's Signature
Monday	09/09/24	Continue to make ppt material onboarding, Make an Internship agreement PT Ikonsultan Inovatama	
Tuesday	10/09/24	Continue to make PPT material onboarding	
Wednesday	11/09/24	Continue to make PPT material onboarding	
Thursday	12/09/24	Creating some Instagram content designs about Maulid Nabi 2024, Continuing onboarding material	
Friday	13/09/24	Revised content for Instagram Maulid Nabi 2024 and sent it to Mba Tere, made an Internship Logbook absence	
WEEK 3			
Day	Date	Job Description	Mentor's Signature
Monday	16/09/24	National holiday: Maulid Nabi 2024	
Tuesday	17/09/24	Continue making materials and PowerPoint for Onboarding New Employee	
Wednesday	18/09/24	Continue to make materials and PowerPoint for Onboarding New Employee	
Thursday	19/09/24	Preparing logistics for Fun Futsal activities with clients, Creating BNI Proposal PowerPoints, Creating New Employee Onboarding materials and PowerPoints.	
Friday	20/09/24	Creating a BNI Proposal PowerPoint	
WEEK 4			
Day	Date	Job Description	Mentor's Signature
Monday	23/09/24	Translate IKON proposal template from Indonesian to English.	
Tuesday	24/09/24	Sick Leave	

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Wednesday	25/09/24	Permissions	
Thursday	26/09/24	Permissions	
Friday	27/09/24	Sick Leave	

## OCTOBER

WEEK 1			
Day	Date	Job Description	Mentor's Signature
Monday	30/09/24	Creating announcement posters and Grab facility usage guide posters for PT Ikonsultan Inovatama employees	
Tuesday	01/10/24	Create a platform for QnA to be submitted by employees	
Wednesday	02/10/24	Create content plan for social media (TikTok, Instagram, and LinkedIn) PT Ikonsultan Inovatama	
Thursday	03/10/24	Create content plan for social media (TikTok, Instagram, and LinkedIn) PT Ikonsultan Inovatama	
Friday	04/10/24	Revising the New Employee Onboarding PowerPoint	
WEEK 4			
Day	Date	Job Description	Mentor's Signature
Monday	07/09/24	Hiring for Intern position at PT Ikonsultan Inovatama	
Tuesday	08/10/24	Participated in Enterprise Architect Seminar from MEGA HOPEX at Novotel Cikini together with IKON Marketing Team	
Wednesday	09/10/24	Create Caption for Posting MEGA HOPEX EA Seminat activity for LinkedIn IKON.	
Thursday	10/10/24	Recreate the design of PT Ikonsultan Inovatama's Proposal PowerPoint	
Friday	11/10/24	Creating posters and captions for IKON's Friday blessing activities.	
WEEK 4			
Day	Date	Job Description	Mentor's Signature
Monday	14/10/24	Create Danamon Project Team Data Lake onboarding poster	
Tuesday	15/10/24	Create posters and captions for Danamon Project Team Data Lake onboarding	
Wednesday	16/10/24	Post Danamon Project Team Data Lake onboarding poster and start creating Danamon Project Team CBS onboarding poster.	
Thursday	17/10/24	Assisting IKON's online laptop auction event by taking photos of each laptop, as well as recording the number of laptops and helping to check the quality of the laptops.	
Friday	18/10/24	Finalize the design and caption of the Danamon Project Team CBS Onboarding poster, post the poster on WhatsApp group IKON and help check the quality of 4 additional laptops for the auction.	
WEEK 4			
Day	Date	Job Description	Mentor's Signature
Monday	21/10/24	Design an online laptop auction poster, create captions for online laptop auctions, create an auction catalog with specifications in Excel.	
Tuesday	22/10/24	Making SOP for Company BPJS Health Registration for IKON	

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Wednesday	23/10/24	Make SOP for BPJS Employment Registration for new employees IKON	
Thursday	24/10/24	Meeting related to ISO 9001 and 37001 certification	
Friday	25/10/24	Participated in the Blessing Friday and documented it, made captions for Blessing Friday, made captions for ISO Meeting posts that will be uploaded in the IKONERS group, and made Intern Hiring posters.	

#### WEEK 5

Day	Date	Job Description	Mentor's Signature
Monday	28/10/24	Start translating BPJS Employment SOP	
Tuesday	29/10/24	Revised the BPJS Health and BPJS Employment SOPs, and revised the design for the ISO Kick Off Meeting post.	
Wednesday	30/10/24	Created captions for the closing of the IKON auction, and attended a short class on Ms. Power Point Course at UDEMY.	
Thursday	31/10/24	Participated in a Short Class at UDEMY on Power Point and AI.	
Friday	01/11/24	Coordinating and carrying out Friday blessing activities at Daarul Rahman Orphanage, Meeting regarding onboarding new employees and revising the IKON onboarding template.	

### NOVEMBER

#### WEEK 1

Day	Date	Job Description	Mentor's Signature
Monday	04/11/24	Participate in Onboarding New Employees, Create Document Checklist.	
Tuesday	05/11/24	Sick leave	
Wednesday	06/11/24	Sick leave	
Thursday	07/11/24	Preparing for tomorrow's Blessing Friday event	
Friday	08/11/24	Preparing items for Friday Blessing and Going to Daarul Rahman Orphanage for Friday Blessing, Editing Friday Blessing video and Making Friday Blessing Caption.	

#### WEEK 2

Day	Date	Job Description	Mentor's Signature
Monday	11/11/24	Metrics & Measures PowerPoint Template Design for IKON	
Tuesday	12/11/24	Design Season Greeting Card (Happy New Year, Merry Christmas, Happy Holidays), Redrawing PowerPoint template IKON	
Wednesday	13/11/24	Redrawing IKON PowerPoint template, preparing Friday blessing and creating Donation poster, creating NDA template and SP1 template.	
Thursday	14/11/24	Create a caption for Open Donation and send it to WAG IKONERS,	
Friday	15/11/24	Creating "Happy Birthday" and "New Comers" templates for PT IKON, Organizing Friday Blessing activities at the Orphan and Dhuafa Foster Care Foundation, Pejaten.	

#### WEEK 3

Day	Date	Job Description	Mentor's Signature
Monday	18/11/24	Tried several English tests such as EF and Oxford English.	



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Tuesday	19/11/24	Duolingo English Test and created "Happy Birthday" and "New Comers" templates for PT IKON.	
Wednesday	20/11/24	Preparing items for Blessed Friday such as checking out items for Blessed Friday at Shopee.	
Thursday	21/11/24	Organizing donated items from IKON friends, and making gifts for tomorrow's Blessing Friday.	
Friday	22/11/24	Organized Blessing Friday activities at the Pejaten Orphanage and Dhuafa Foundation, made banners for ISO certification on Monday.	

#### WEEK 4

Day	Date	Job Description	Mentor's Signature
Monday	25/11/24	MC for ISO 9001 and 37001 Certification Awareness Training for PT IKON, also participated in ISO Certification Awareness Training.	
Tuesday	26/11/24	Translating BPJS Employment Registration SOP	
Wednesday	27/11/24	National Holiday: Jakarta Election	
Thursday	28/11/24	Translating business documents: Business Analyst Training Materials	
Friday	29/11/24	Translating business documents: Business Analyst Training Materials and organized a street tour around Kemang to hold Friday Blessings.	

#### DECEMBER

#### WEEK 1

Day	Date	Job Description	Mentor's Signature
Monday	02/12/24	Make an internship report	
Tuesday	03/12/24	Prepared the internship report and started looking for items for this week's Friday Blessing.	
Wednesday	04/12/24	Translation of IKON Company Profile and Translation of Management Change document	
Thursday	05/12/24	Guidance on the internship report writing process with the internship supervisor at PNJ	
Friday	06/12/24	Sick leave	

#### WEEK 2

Day	Date	Job Description	Mentor's Signature
Monday	09/12/24	Write and Design PT Ikonsultan Inovatama's Code of Conduct in PowerPoint.	
Tuesday	10/12/24	Redesign the proposal document of PT Ikonsultan Inovatama	
Wednesday	11/12/24	Made attachments to the internship report, asked the mentor for the internship grade, and organized the internship logbook.	
Thursday	12/12/24	Coordinating logistics for Friday Blessing activities, carrying out guidance on the process of writing internship reports with internship supervisors at PNJ.	
Friday	13/12/24	Organizing Blessing Friday activities	