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INTERNSHIP REPORT



IMPLEMENTATION OF EDITING MARKETING PLAN 2025

PT DAYAMITRA TELEKOMUNIKASI TBK

CHAERUNISA RATU PUTRI

2208411056

**POLITEKNIK
NEGERI
JAKARTA**

**ENGLISH FOR BUSINESS AND PROFESSIONAL
COMMUNICATION**

DEPARTMENT OF BUSINESS ADMINISTRATION

POLITEKNIK NEGERI JAKARTA

DEPOK

2025



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**STATEMENT OF APPROVAL
INTERNSHIP REPORT**

- a. Title of Internship Report : Implementation of Editing Marketing Plan 2025
PT Dayamitra Telekomunikasi Tbk
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Jakarta, 20 January 2025

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FOREWORD

Praise and gratitude be to God Almighty for His blessings and grace that have enabled the Author to complete this Internship Report with the title *“Implementation of Editing the Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk”*. The Author has received valuable guidance and support from many parties in completing this report. Therefore, the Author would like to express sincere gratitude to:

1. Mrs. Dr. Ina Sukaesih, Dipl. TESOL., M.M., M.Hum., as the Head of the English for Business and Professional Communication Study Program, as well as the supervising lecturer, who has generously devoted her time, energy, and expertise to guide the Author in the preparation of this Internship Report;
2. Mr. I Made Raditya Dwipayana, the General Manager of the Marketing Strategy & Analytics (MSA) Unit, and Mr. Andrian Sulistiawan Hardiwa, the Manager of the Marketing Strategy & Analytics (MSA) Unit, as well as the Author supervising at PT Dayamitra Telekomunikasi Tbk, who have supported the Author in carrying out assigned tasks during the Internship at PT Dayamitra Telekomunikasi Tbk;
3. Other parties at PT Dayamitra Telekomunikasi Tbk who have generously assisted the Author in obtaining the necessary data for the completion of this Internship Report;
4. The Author's parents, family, and closest friends who have support throughout the Internship and in completing this Internship Report;

Depok, 20 January 2024

Chaerunisa Ratu Putri



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CHAPTER I

INTRODUCTION

1.1 Background

The Internship program serves as a means for students to develop specialized skills through direct experience in a professional environment. This program offers students the opportunity to engage directly in a professional workplace, develop skills and knowledge relevant to their field of study, and establish professional relationships that may be beneficial for their future careers. Through the Internship, students also have the chance to deepen their understanding of work ethics, communication, and responsibility in a professional environment, thereby supporting their readiness to face challenges in the workplace.

The Internship of the English for Business and Professional Communication Study Program at Politeknik Negeri Jakarta serves as a direct application of the knowledge acquired during the academic coursework, particularly in understanding various types of documents in the fields of Business, Journalism, Academia, Law, Editing, and Interpreting. The Author had the opportunity to undertake an Internship at PT Dayamitra Telekomunikasi Tbk, specifically in the Marketing Strategy & Analytics (MSA) Unit, which is relevant to editing, business communication, and marketing.

The Author's objectives after completing the Internship at PT Dayamitra Telekomunikasi Tbk encompass several aspects that reflect the expected outcomes of this experience. First, the Author hopes to gain knowledge and skills relevant to the fields of editing, marketing, and data analytics by actively participating in various projects and activities at PT Dayamitra Telekomunikasi Tbk. Second, the Author aims to build professional relationships that may be beneficial for future careers. The Internship at PT Dayamitra Telekomunikasi Tbk provides a valuable opportunity to engage professionally with both internal and external parties of the company. Third, the Author hopes to contribute to the company through the projects



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undertaken during the Internship. Overall, the Author hopes that the Internship at PT Dayamitra Telekomunikasi Tbk not only serves as an experience to enhance knowledge and skills but also as an important first step toward professional and personal development for the future.

The Author has prepared this Internship Report as a form of accountability to the relevant institutions. This report contains a summary of activities, assigned tasks, and the experiences gained during the Internship at PT Dayamitra Telekomunikasi Tbk.

1.2 Scope of Activities

The Internship conducted at PT Dayamitra Telekomunikasi Tbk implemented an offline (Work From Office/WFO) system. The scope of activities undertaken by the Author during the Internship at PT Dayamitra Tcoelekomunikasi Tbk, specifically within the Marketing Strategy & Analytics (MSA) Unit, is as follows:

1. Editing marketing document texts, as edited by the Author, was *the Marketing Plan for PT Dayamitra Telekomunikasi Tbk 2025*.
2. Translating business texts, as translated by the Author, was *the Minutes of Handover for the Development of the OneFlux Application – Marketing Analytics Tools Module*.
3. Collecting and analyzing analytical data related to tower profiles, population demographics, operator signal performance, and market share in several provinces, regencies, and cities in Indonesia.

1.3 Time and Place of Activity

The time and place of implementation of the Internship conducted by the Author are as follows:

- a. Time : 20 January 2025 – 30 May 2025
- b. Company : PT Dayamitra Telekomunikasi Tbk
- c. Address : Telkom Landmark Tower, Lt. 25-27



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Jl. Gatot Subroto Kavling 52 Jakarta, 12710

- d. Website : <https://www.mitratel.co.id/>

1.4 Objectives and Benefits

1.4.1 Objectives

The Internship is a mandatory program for all sixth-semester students of the English for Business and Professional Communication Study Program. During this program, student are required to conduct practical work directly. The objectives of the Internship are as follows:

- a. To gain a direct understanding of the professional work environment, particularly in translation and editing in the field of marketing
- b. To apply the knowledge acquired during the lectures, particularly in business texts and editing subjects;
- c. To fulfill the Semester Credit Units (SCU) as one of the academic obligations at Politeknik Negeri Jakarta;
- d. To gain practical work directly in the industry, particularly in the tower and telecommunications sector in Indonesia.

1.4.2 Benefits

The activities and report of the Internship serve the purposes are as follows:

- a. The author gained an understanding of the work culture in the industry, particularly in the tower and telecommunications industry in Indonesia;
- b. The author gained direct knowledge and experience in the professional work environment, including the Marketing Plan and data analytics related to tower potential and target areas of tower companies and telecom operators;
- c. The author becomes more proficient in translating and editing business texts, particularly documents relevant to the marketing field.

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CHAPTER IV

CLOSING

4.1 Conclusion

During the Internship at PT Dayamitra Telekomunikasi Tbk, particularly in the Marketing Strategy and Analytics (MSA) Unit, the Author gained valuable experience and the opportunity to directly understand professional work processes. The Author was involved in various activities and projects, including translating business documents, editing the *Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk*, researching and analyzing data on the profiles and market shares of islands in Indonesia, and preparing a Proposal for the Analysis of Island Potential in Indonesia. Additionally, the Author gained a wealth of knowledge and insights through guidance from the supervisor and colleagues in the Marketing Strategy and Analytics (MSA) Unit, including learning about good work ethics and ethos, becoming a disciplined individual, being responsible for tasks and workplace regulations, and expanding professional networks.

4.2 Recommendation

During the Internship at PT Dayamitra Telekomunikasi Tbk, particularly in the Marketing Strategy and Analytics (MSA) Unit, the Author feels that they have gained a lot of knowledge and experience. However, the Author would like to recommend that the company further develop its internship program with a more systematic structure, such as formal mentoring sessions, so that interns can maximize their understanding of the knowledge provided. The Author also recommends optimizing the performance of work tools, such as OneFlux and WePlan, to improve the efficiency of work progress. Additionally, it is recommended to provide alternative tools to prevent delays in work progress if the primary tools encounter technical issues.



Furthermore, the Author advises students to research the company profile beforehand, be adaptable and open-minded, take initiative and actively contribute to work tasks, maintain work ethics, take responsibility for rules and tasks, and expand their networks within the workplace with both internal and external parties.

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ATTACHMENT

I. ATTACHMENT OF ORIGINAL DOCUMENTS AND EDITED RESULTS OF THE INTERNSHIP

Teks Dokumen Asli	Teks Hasil Suntingan	
We have gone through the year 2024 with a <i>Finish Strong</i> spirit, successfully securing the targets set by the company.	We have gone through the year 2024 with a <i>Finish-Strong Finish Strong</i> spirit, successfully securing the targets set by the company, the company's targets .	chaerunisa ratu Formatted: Justified, Line spacing: 1.5 lines, No widow/orphan control
The DNA of a winner flows through the veins of all Mitratelians, ensuring that all focus and effort have been dedicated to achieving this goal.	The DNA of a winner flows through the veins of all Mitratelians, ensuring-that-all focus-and-effort-have-been-dedicated-to achieving-this goal, driving them to dedicate all their focus and effort to achieving this goal.	chaerunisa ratu Formatted: Font:
Now, it is time for us to look ahead to 2025 with the same DNA, vision, mission, and synchronized movement.	Now, it is time for us We must to look ahead to 2025 with the same DNA, vision, mission, and synchronized movement.	chaerunisa ratu Formatted: Justified, No widow/orphan control
The Business Directorate has a work program called 'WARRIOR', which encompasses key target areas that need to be pursued, monitored, and controlled periodically.	The Business Directorate has-runs a work program called 'WARRIOR', which encompasses key target areas that need to be pursued,—monitored,—and—controlled periodically,—which periodically pursues, monitors, and controls key target areas.	chaerunisa ratu Formatted: Font:
Therefore, I will present Marketing Plan as a guideline for 2025 to all Mitratelians in the Business Directorate.	Therefore, I will present Marketing Plan as a guideline for 2025 to all Mitratelians in the Business Directorate, the Marketing Plan to all Mitratelians in the business directorate as a guideline for 2025.	

These directives will serve as commitments that we will firmly uphold as part of our efforts to win the highly competitive challenges of this year.	These directives will serve as commitments that we will firmly uphold as part of our efforts to win the highly competitive challenges of this year, we will firmly uphold to win this year's highly competitive challenges.	
There are four key focus areas I would like to share with all Mitratelians so that we can lead Mitratel to achieve even better results than the previous year : Dominate The Market, Innovate For a Brighter Future, drive efficient and effective initiatives & drive efficient and effective initiatives.	There are four key focus areas I would like to share with all Mitratelians. I would like to share four key focus areas with all Mitratelians so that we can lead Mitratel to achieve even better results than the previous year : Dominate The Market, Innovate For a Brighter Future, drive efficient and effective initiatives & drive efficient and effective initiatives. Dominate the Market, Innovate for a Brighter Future, Drive Efficient and Effective Initiatives, and Enhance Customer Focus and Satisfaction.	
These are all the concerns and focuses that we will carry out in 2025 from the Business Directorate.	These are all the concerns and focuses that we will carry out in 2025 from the Business Directorate. We will address these concerns	

May we all be granted good health, ease, and success in our efforts, and may we always be under the blessings of Allah SWT.	May we all be granted good health, ease, and success in our efforts, and may we always be under the blessings of Allah SWT.	
Future success depends on what you do today.	Future success depends on what you do today.	
Don't let comfort stand in the way of your true potential, be brave and be WARRIOR	Don't let comfort stand in the way of your true potential, be brave and be 'WARRIOR'.	
Mitratel, Potential Everywhere.	Mitratel, Potential Everywhere.	
Wassalaamu'alaikum Warahmatullaahi Wabarakaatuh	Wassalaamu'alaikum Warahmatullaahi Wabarakaatuh Wassalaamu'alaikum Warahmatullaahi Wabarakaatuh	
Jakarta, February 11 2025 Chief Commercial Officer (CCO)	Jakarta, February 11 February 2025 Chief Commercial Officer (CCO)	
Agus Winarno	Agus Winarno	
Macro Economic	Macro E conomic	chaerunisa ratu Formatted: tab stops: 1.99 cm, Left
Economic growth moderate positive	Economic growth moderate positive	
Global economic projected to grow in 2025 (3.2%)	Global economic economy —projected to grow in 2025 (3.2%)	
Indonesia remain moderate positive in 2025 (5.3%)	Indonesia remain moderate remains moderately positive in 2025 (5.3%)	
Increase in the rate of inflation in 2025: 2.5% (1.5% in 2024)	Increase in the rate of inflation in 2025: 2.5% (1.5% in 2024)	
Exchange rate : Rp 15.830 (1Q25)	Exchange rate : Rp 15.830 (1Q25)	



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	<div>Interest rate SUN 10 years increase from 6.7% (2024) to 6.8% (2025) Population to tower ratio untapped potential in Indonesia (2.635 People per Tower) Mobile Market Revenue Growth at 4% CAGR & Focus Cost Efficiency</div>	<div>Interest rate SUN 10 years increase from 6.7% (2024) to 6.8% (2025) Population to tower ratio untapped potential in Indonesia (2.635 People per Tower) Mobile Market Revenue Growth at 4% CAGR & Focus Cost Efficiency</div>
	<div>Mobile service revenue grew at 4% CAGR in 2024-2034 MNOs continue its strategy to become light asset company XL-SF merger may cause healthy ARPU growth XL and Smartfren will look to consolidate its network by reducing duplication and so they are expected to relocate & fewer deployment</div>	<div>Mobile service revenue grew at 4% CAGR in 2024-2034 MNOs continue its their strategy to become light asset company XL-SF merger may cause healthy ARPU growth XL and Smartfren will look to consolidate its their -network by reducing duplication and so they are expected to relocate & fewer deployment</div>

Penyuntingan Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk	
File Home Insert Draw Design Layout References Mailings Review View Help Table Design Table Layout	
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1	MNO will focus on cost efficiency, fiberization, 5G preparation, and the roll out plan in Sumatra, Kalimantan, Sulawesi, and Puma
2	Tower Market
3	Revenue CAGR projected at 1.6% (Industry)
4	Towerco revenue is expected to demonstrate mild grow of CAGR of ~1.6% from 2023–2034
5	Drivers of tenancy uplift : commercial excellence, portfolio transformation, operational excellence
6	Mitratel is the biggest and the most resilient tower provider in the market
7	Tower lease should stabilise due to lower competitive intensity
8	Mobile consolidation drives potential merger in Big TowerCos
9	Next Tower Business
10	Adjacent businesses provide more attractive and competitive offerings
11	The expansion of business portfolios to several adjacent businesses such as access fiber, DAS & small cell, managed services, power / energy, active sharing, and edge computing
12	MNO will focus on cost efficiency, fiberization, 5G preparation, and the roll out plan in Sumatra, Kalimantan, Sulawesi, and Puma
13	Tower Market
14	Revenue CAGR projected at 1.6% (Industry)
15	Towerco revenue is expected to demonstrate mild grow of CAGR of ~1.6% from 2023–2034
16	Drivers of tenancy uplift--: commercial excellence, portfolio-- portfolio transformation, operational excellence
17	Mitratel is the biggest and the- most resilient tower provider in the market
18	The- Tower lease should stabilise- stabilize due to lower competitive intensity
19	Mobile consolidation drives potential merger in Big TowerCos
20	Next Tower Business
21	Adjacent businesses provide more attractive and competitive offerings
22	The expansion of business portfolios to several adjacent businesses such as access fiber, DAS & small cell, managed services, power-/-energy, active sharing, and edge computing

Penyuntingan Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk		Search	
File Home Insert Draw Design Layout References Mailings Review View Help Table Design Table Layout		Comments Editing Share	
1		4	
Currently towercos are providing PaaS services to <5% of towers in Indonesia		Currently, towerCos are providing PaaS services to <5% of towers in Indonesia	
Fiberization is the the largest adjacent opportunity		Fiberization is the the largest—most significant adjacent opportunity	
FWA and IBS/DAS presents revenue opportunities		FWA and IBS/DAS presents revenue opportunities	
5G implementation continue to delay due to spectrum unavailability		5G implementation continues to be delayed due to spectrum unavailability	
Global macro economic developments in 2025 and Indonesia's economic outlook remains positive with moderate GDP growth in 2025.		Global macro-economic developments in 2025 and Indonesia's economic outlook remains positive, with moderate GDP growth in 2025.	
2025 Economic Growth Compared to 2024		2025 Economic Growth Compared to 2024	
Global, Asia's and Indonesia's economic growth projected to grow in 2025.		Global, Asia's and Indonesia's economic growth projected-to will grow in 2025.	
2025 Economic Outlook		2025 Economic Outlook	
Inflation, exchange rate, and interest rate compared to 2024		Inflation, exchange rate, and interest rate compared to 2024	
These are three important economic factors		These are three important-crucial economic	

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to keep in mind and may affect telecommunication industry. In 2025, inflation is estimated to be <u>higher</u> to 2.5% and exchange rate is estimated to be <u>higher</u> to Rp 15.710-16.299 per 1 USD. This could result in a <u>lower customers</u> spending capability. However, interest rate SUN 10 years can affect negatively as it raised from 6.7% in 2023 to 6.8% in 2025. Population Ratio vs Number of Tower Compared to other Asian countries By looking to other countries in Asia (Japan, China, Thailand and Malaysia), Indonesia is still far left behind in terms of population to tower ratio. Therefore, there is still plenty of untapped potential to be realized by Indonesia's <u>TowerCos</u> . Population Growth Rate Indonesia's population growth rate from 2023-2028 In 2025, Indonesia has a population of 283 million, and is expected to sustain its growth rate of 0.67% CAGR to reach 288 million by 2028, according to projections by Bappenas.	factors to <u>keep-in-mind-remember</u> and may affect <u>the</u> telecommunication industry. In 2025, inflation is estimated to be <u>higher</u> to 2.5% and exchange rate is estimated to be <u>higher</u> to Rp 15.710-16.299 per 1 USD. This could result in a lower customers spending capability. However, interest rate SUN 10 years can <u>affect-negatively affect the economy</u> , as it raised from 6.7% in 2023 to 6.8% in 2025. Population Ratio vs Number of Tower Compared to other Asian countries <u>By-looking-to-other-countries-in-Asia</u> <u>Indonesia is still far behind other Asian countries</u> (Japan, China, Thailand and Malaysia), Indonesia is still far left behind in terms of population to tower ratio. Therefore, there is still plenty of untapped potential to be realized by Indonesia's <u>TowerCos</u> . Population Growth Rate Indonesia's population growth rate from 2023-2028 In 2025, Indonesia has a population of 283 million, and is expected to sustain its growth rate of 0.67% CAGR to reach 288 million by 2028, according to projections by <u>Bappenas</u> .
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Further revenue growth for the Indonesian mobile market is likely in the coming years, facilitating a more sustainable mobile sector with CAGR 4% from 2024-2034	Further revenue growth for the Indonesian mobile market is likely in the coming years, facilitating a more sustainable mobile sector with a CAGR of 4% from 2024-2034
Dual SIM consolidation will result in a decline in subscribers in the short term with the merger.	Dual SIM consolidation will result in a decline in declining subscribers in the short term with the merger.
However, ARPU uplift is expected as these subscribers is expected to increase usage on their primary SIMs, to offset the decline in subscribers.	However, an ARPU uplift is expected as these subscribers is are expected to increase usage on their primary SIMs, to offset the decline in subscribers.
As such, overall mobile service revenues expected to be similar in the merger vs. no merger cases.	As such, overall mobile service revenues are expected to be similar in the merger vs. no merger cases.
Further revenue growth is likely in the medium to long term as a result of growing population, increasing mobile adoption as well as ARPU growth driven by further pricing rationalisation – this is expected to facilitate a more sustainable mobile sector.	Further revenue growth is likely in the medium to long term as-a-result-of due to growing population, increasing mobile adoption, as-well-as-and ARPU growth is driven by further pricing rationalisation rationalization – this is expected to facilitate a more sustainable mobile sector.

The merger of XL and SF will impact the market share of Indonesian MNOs.	The merger of XL and SF will impact the market share of Indonesian MNOs.
The SF-XL merger expected to start at April 2025	The SF-XL merger expected to start at April 2025
Merger will not immediately position the merged entity as the market leader or takeover 2nd place nationwide.	Merger will not immediately position the merged entity as the market leader or takeover 2nd place nationwide.
The gap with IOH, currently the 2nd market share holder, is around 2.1% and is expected to narrow to 0.6% by 2026, based solely on market share trends.	The gap with IOH, currently the 2nd market share holder, is around 2.1% and is expected to narrow to 0.6% by 2026, based solely on market share trends.
With extensive spectrum availability, trailing only Telkomsel by 12 MHz, the SF-XL merger will certainly create a formidable competitor in the market.	With extensive spectrum availability, trailing only Telkomsel by 12 MHz, the SF-XL merger will certainly create a formidable competitor in the market.
XL, IOH and Smartfren have coverage gaps in Sumatra, Kalimantan, Sulawesi, and Puma island.	XL, IOH and Smartfren have coverage gaps in Sumatra, Kalimantan, Sulawesi, and Puma i Island.
They are expected to expand their coverage.	They are expected to expand their coverage.
Significant gaps in coverage particularly in Sumatra, Kalimantan, Sulawesi, and Puma	Significant gaps in coverage particularly in Sumatra, Kalimantan, Sulawesi, and Puma
MNOs other than Telkomsel are expected to expand their network coverage ex-Java.	MNOs other than Telkomsel are expected to expand their network coverage ex-Java.

In particular, XL & SF will be merger in 2025, which will drive the number of tenancies in the future – Mitratel is well placed to capture most of the co-location demand from MNOs other than Telkomsel, while there is an opportunity to deploy additional BTS sites to support MNOs' future network expansion plans.	In particular, XL & SF will be merger in 2025, which will drive the number of tenancies in the future – Mitratel is well placed to capture most of the co-location demand from MNOs other than Telkomsel, while there is an opportunity to deploy additional BTS sites to support MNOs' future network expansion plans.
Rollout Plan 2025 : 3,314 site, B2S 2,049 site, Collo 1,267 site. (include non 3T)	Rollout Plan 2025-: 3,314 site, B2S 2,049 site, Collo 1,267 site. (include non 3T)
Accelerating TSEL's B2S rollout of 253 Sites with a target until RAFI 2025	Accelerating TSEL's B2S rollout of 253 Sites with a target until RAFI 2025
635 BTSH sites plan rescoping by Telkomsel	635 BTSH sites plan rescoping by Telkomsel
Telkomsel's CNOP fiberization and radio swap will be 1,500 sites by 2025, with a potential of 575 sites (as many as 300 sites/2100Km as P1 Mitratel) and there are 214 sites for additional assessment.	Telkomsel's CNOP fiberization and radio swap will be have 1,500 sites by 2025, with a potential of 575 sites (as many as 300 sites/2100Km as P1 Mitratel) and- T there are 214 sites for additional assessment.
SPS Rollout (PaaS off-grid) as 83 sites to Mitratel in Sumbagsel, Bali Nusra, Kalimantan, Sulawesi, Sumbageng, Maluku, and Papua	SPS Rollout (PaaS off-grid) as 83 sites to Mitratel in Sumbagsel, Bali Nusra, Kalimantan, Sulawesi, Sumbageng, Maluku, and Papua
IOH 2025 AOP plan is 3,500 sites (B2S	IOH 2025 AOP plan ie- call for 3,500 sites

1428 sites; colo 2072 sites), 2,000 sites have been released as a prepayment and 1,500 sites will be released in 2025.	(B2S 1428 sites; colo 2072 sites), 2,000 sites have been released as a prepayment and 1,500 sites will be released in 2025.
IOH will fulfill the commitment of the Pagoda Program with a total of 1,000 sites, which are divided into 750 sites that have been released in 2024 and 250 sites targeted in Q1 2025.	IOH will fulfill the commitment of the Pagoda Program with a total of 1,000 sites, which are divided into 750 sites that have been released in 2024 and 250 sites targeted in Q1 2025.
IOH still has obligations related to sunk costs to other TLPs as many as 1,303 sites, equivalent to 621 M.	IOH still has obligations related to sunk costs to other TLPs as many as- including 1,303 sites, equivalent to 621 M.
FO rollout in 2025 is 15,000 km.	FO rollout in 2025 is 15,000 km.
IoH in Q4 2024 released an order of 8,617 km through the 2025 prepayment program, Mitratel secure 3,049 km or 35%	IoH in In Q4 2024, IoH released an order of 8,617 km through the 2025 prepayment program, and Mitratel secured 3,049 km or 35%
6,400 km of potential remaining will be an order in 2025 and an opportunity for Mitratel to increase its contribution	6,400 km of potential remaining will be an order in 2025 and an opportunity for Mitratel to increase its contribution
IOH has the Alpaca Project which focuses on managing fiber-related assets (Backbone and Access).	IOH has the Alpaca Project which focuses on managing fiber-related assets (Backbone and Access).
Rollout of relocation and new colo ~9 thousand (80% Colo and 20% B2S) during 3 years post-merger	Rollout of relocation and new colo ~9 thousand (80% Colo and 20% B2S) during 3 years post-merger



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	<p>In early March, technical consolidation will be carried out, especially related to the device swap plan and re-engineering with an estimate of reaching ~10 thousand sites.</p> <p>Placement of mini OLT in the ground space tower.</p> <p>FTTT : Telkom's CNOP fiberization and radio swap will be 1,500 sites by 2025, and it has JPS (Join Planning Season) with Telkom and Telkom with a potential of 575 sites. (P1 as many as 300 sites or 2100Km)</p> <p>Telkom provides the potential for an additional 214 sites for FTTT assessment and mapping by Mitratel.</p> <p>FTTH : Telkom has agreed to use Mitratel's FTTT to support the implementation of Telkom's FTTH in January 2025.</p> <p>A review of 23 LoPs has been carried out with the results of 6 LoPs will be piloted using Mitratel's FTTT optimization, for 10 clusters with the construction of 1032 ports.</p>	<p>In early March, technical consolidation will be carried out, especially related to the device swap plan and re-engineering with an estimate of reaching ~10 thousand 10,000 sites.</p> <p>Placement of mini OLT in the ground space tower.</p> <p>FTTT : Telkom's CNOP fiberization and radio swap will be 1,500 sites by 2025, and it has JPS (Join Planning Season) with Telkom and Telkom with a potential of 575 sites. (P1 as many as 300 sites or 2100Km)</p> <p>Telkom provides the potential for an additional 214 sites for FTTT assessment and mapping by Mitratel.</p> <p>FTTH : Telkom has agreed to use Mitratel's FTTT to support the implementation of Telkom's FTTH in January 2025.</p> <p>A review of 23 LoPs has been carried out with the results of 6 LoPs will be piloted using Mitratel's FTTT optimization, for 10 clusters with the construction of 1032 ports.</p>	
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	<p>409 BAKTI sites as a moratorium plan (MTEL 154site). Currently, the negotiation process is underway by including BA residents' objections and letters from the Komdigi Office (122 BA Done sites, 32 BA Ongoing sites).</p> <p>There are 99 locations that have been surveyed based on the consultant's technical study.</p> <p>Procurement of Managed Service Sites (MSS): BAKTI will hold MSS for 5,558 4G BTS sites by 2025</p> <p>Potential collocation by regions and agencies for the placement of communication devices includes : 1.PLN 2.BEACUKAI 3.BIN</p> <p>Potential fiber colocation for internet penetration in Regions/Regions by ISPs Favorable government policies such as the Omnibus law and other social inclusion initiatives will allow MNOs to reduce Capex outlay and encourage network expansion. Major telecoms-related policies Universal service obligation (USO) / social inclusion initiatives</p>	<p>409 BAKTI sites as a moratorium plan (MTEL 154site). Currently, the negotiation process is underway by including BA residents' objections and letters from the Komdigi Office (122 BA Done sites, 32 BA Ongoing sites).</p> <p>There are 99 locations that have been surveyed based on the consultant's technical study.</p> <p>Procurement of Managed Service Sites (MSS): BAKTI will hold MSS for 5,558 4G BTS sites by 2025</p> <p>Potential collocation by regions and agencies for the placement of communication devices includes : 1.PLN 2.BEACUKAI 3.BIN</p> <p>Potential fiber colocation for internet penetration in Regions/Regions by ISPs Favorable government policies such as the Omnibus law and other social inclusion initiatives will allow MNOs to reduce Capex outlay and encourage network expansion. Major telecoms-related policies Universal service obligation (USO) / social inclusion initiatives</p>	
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	<p>Due to its large population, Java has been a critical focus for telecom operators. However, digital inclusion policies and interventions will be required to serve the rural and remote parts of ex-Java.</p> <p>To bridge the digital divide and provide 4G access to 3T1 areas, more funds are channeled toward rural areas, thus bringing tenancy opportunities for towers.</p> <p>The Palapa Ring project helped to expand the fiber footprint via improved backbone connectivity, enabling MNOs to extend mobile coverage to remote areas.</p> <p>The utilization of the Palapa Ring is currently low. Although steps are being taken to integrate the Palapa Ring with access networks/base transceiver stations (BTSs), more can still be done.</p>	<p>Due to its large population, Java has been a critical focus for telecom operators. However, digital inclusion policies and interventions will be required to serve the rural and remote parts of ex-Java.</p> <p>To bridge the digital divide and provide 4G access to 3T1 areas, more funds are channeled toward rural areas. More funds are channeled toward rural areas to bridge the digital divide and provide 4G access to 3T1 areas, thus bringing creating tenancy opportunities for towers.</p> <p>The Palapa Ring project helped to expand the fiber footprint via improved backbone connectivity, enabling MNOs to extend mobile coverage to remote areas.</p> <p>The utilization of the Palapa Ring is currently low. The Palapa Ring is currently underutilized. Although steps are being taken to integrate the Palapa Ring it with access networks/base transceiver stations (BTSs), more can still be done.</p>	
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	<p>Omnibus Law</p> <p>The Omnibus law includes positive changes for the tower industry, particularly in the following areas, which could facilitate network expansion</p> <ul style="list-style-type: none">-government-led shared infrastructure-mandatory passive sharing-MNO-led spectrum sharing-negative investment list <p>As the law is still being discussed, there is an opportunity at this stage to influence the eventual policy set by the Ministry of Communication and Information Technology (KOMINFO/MOCIT) to ensure a supportive environment for TowerCos.</p> <p>Further revenue growth for the Indonesian tower market is likely in the coming years, facilitating a more sustainable mobile sector.</p> <p>Against a backdrop of mildly declining lease rates and network consolidation from XL and Smartfren, overall towerco revenue is expected to demonstrate mild grow of CAGR of ~1.6% from 2023-2034.</p>	<p>Omnibus Law</p> <p>The Omnibus law includes positive changes for the tower industry, particularly in the following areas, which could facilitate network expansion</p> <ul style="list-style-type: none">-government-led shared infrastructure-mandatory passive sharing-MNO-led spectrum sharing-negative investment list <p>As the law is still being discussed, there is an opportunity at this stage to influence the eventual policy set by the Ministry of Communication and Information Technology (KOMINFO/MOCIT) to ensure a supportive environment for TowerCos.</p> <p>Further revenue growth for the Indonesian tower market is likely in the coming years, facilitating a more sustainable mobile sector in the coming years.</p> <p>Against a backdrop of mildly declining lease rates and network consolidation from XL and Smartfren, overall towerco revenue is expected to demonstrate a mild grow of CAGR of ~1.6% from 2023-2034.</p>	
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XL and Smartfren will look to consolidate its network by reducing duplication, and so they are expected to relocate tenancies within towers' portfolios, resulting in a decrease in overall new tenancies deployed.		XL and Smartfren will look to consolidate as their network by reducing duplication, and so they are expected to relocate tenancies within towers'os portfolios, resulting in a decrease in overall new tenancies deployed, decreasing the number of new tenancies deployed.
Should the XL-Smartfren merger not occur, we expect revenues to grow slightly faster at a CAGR of ~2.3% across the forecast period, accounting for higher expected tenancies despite slightly lower lease rates.		Should the XL-Smartfren merger not occur, we expect revenues to grow slightly faster at a CAGR of ~2.3% across the forecast period, accounting for higher expected tenancies despite slightly lower lease rates.
Overall growth in tenancy is expected through increased market share - driven by attractive product bundles and commercial and operational excellence		Overall growth in tenancy is expected through increased market share - driven by attractive product bundles and commercial and operational excellence
Number of Towers in Indonesia ('000)		Number of Towers in Indonesia ('000)
Number of Tenants in Indonesia ('000)		Number of Tenants in Indonesia ('000)
The number of towers in Indonesia is expected to grow steadily, fueled by growing capacity needs and coverage needs in ex-Java regions.		The number of towers in Indonesia is expected to grow steadily, fueled by growing capacity and capacity coverage needs and coverage needs in ex-Java regions.
Tenancy Ratio in Indonesia		Tenancy Ratio in Indonesia

Drivers of Tenancy Uplift Commercial Excellence Commercial focus to shift from reacting to MNOs requests to identifying and anticipating their needs Portfolio Transformation More attractive and competitive offerings via product bundling with adjacent businesses Operational Excellence Accurate and compelling offer to MNOs through advanced asset data management and marketing analytics In terms of the market capitalization, Mitratel is the biggest and the most resilient tower provider in the market. COE are lower than peers incl. OM for towers, salary & benefits, G&A and marketing expense. High land lease expense mostly come from the premium lease agreement of acquired TSEL's towers. O&M per tower per month is far lower than the competitors. Mitratel's PER is in between TOWR and TBIG , but PBV is the lowest, which is mean the stock is undervalued.		Drivers of Tenancy Uplift Commercial Excellence Commercial focus to shift from reacting to MNOs requests to identifying and anticipating their needs Portfolio Transformation More attractive and competitive offerings via product bundling with adjacent businesses Operational Excellence Accurate and compelling offer to MNOs through advanced asset data management and marketing analytics In terms of Regarding the market capitalization, Mitratel is the biggest and the most resilient tower provider in the market. COE are lower than peers incl. including OM for towers, salary & benefits, G&A and marketing expenses. High land lease expense mostly come from the premium lease agreement of- for the acquired TSEL's towers. O&M per tower per month is far lower than the competitors. Mitratel's PER is in between TOWR and TBIG , but PBV is the lowest, which is mean means the stock is undervalued.
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Incl. SMN and Tower Bersama	Incl. Include SMN and Tower Bersama
Cost of Revenue for non tower business	Cost of Revenue for non- tower business
Cost per month	Cost per month
No. of towers & tenants for peers projected from Q3-Q4 2023 growth	No. of towers & tenants for peers projected from Q3-Q4 2023 growth
Income statement projected from Bloomberg	Income statement projected from Bloomberg
Balance sheet as of 9M 2024:	Balance sheet as of 9M 2024:
Global TowerCos are optimizing value creation by considering portfolio and new market growth opportunities	Global TowerCos are optimizing - optimizes value creation by considering portfolio and new market growth opportunities
Key Considerations	Key Considerations
Portfolio Transformation	Portfolio Transformation
Global benchmarks & growth stories	Global benchmarks & growth stories
Indonesian market assessment (<i>Market size & landscape, business models etc.</i>)	Indonesian market assessment (<i>Market size & landscape, business models etc- and so forth</i>)
New Market Expansion	New Market Expansion
Global benchmarks	Global benchmarks
Potential for valuation growth	Potential for valuation growth

Mitratel expands its tower ecosystem business to provide complete digital infrastructure solutions. In its implementation, Mitratel needs to maintain the momentum of existing portfolio by preparing the right growth strategy. Next to prepare 2nd curve business to complement the existing portfolio.	Mitratel expands its tower ecosystem business to provide complete digital infrastructure solutions. In its implementation, Mitratel needs to maintain the momentum of the existing portfolio by preparing the right growth strategy. Next-to Mitratel will prepare 2nd-- a second curve business to complement the existing portfolio.
Tower Leasing	Tower Leasing
Tower leasing is a rental service for telecommunication tower infrastructure by building new sites or offering existing towers belonging to Mitratel or third parties	Tower leasing is a a- rental service for telecommunication tower infrastructure by it involves building new sites or offering existing towers belonging to Mitratel or third parties
Segmenting	Segmenting
MNO, Government, Enterprise	MNO, Government, Enterprise
Targeting	Targeting
Tower Leasing market target is an operator and non telecommunications operator business entity.	Tower Leasing's market target is an operator and non--telecommunications operator business entity.
Positioning	Positioning
Macro & Micro tower are solution for expanding coverage & increasing capacity.	Macro & Micro towers are solution for expanding coverage & increasing capacity.
Colocation: a quick solution for competitive costs.	Colocation: a quick solution for competitive costs.
Reseller: a quick solution for leveraging 3rd party tower.	Reseller: a quick solution for leveraging 3rd party tower.
Tower Solution: customized tower options to meet customer's demand	Tower Solution: customized tower options to meet customer's demand
Tower Related Business	Tower Related Business
Project solution is a tower related services that offering one stop solution services including tower related solution, fiber optic solution, mechanical- electrical solution.	Project solution is a tower related services that offering one stop solution services including tower related solution, fiber optic solution, mechanical- electrical solution.



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II. ATTACHMENT OF INTERNSHIP ACCEPTANCE LETTER



Jakarta, 10 Desember 2024

Nomor : S.Ke049/HCO/DKA-13000/XII/2024

Lampiran : -

Perihal : Penerimaan Permohonan Kerja Praktik di PT. Dayamitra Telekomunikasi Tbk

Kepada Yth,
Wakil Direktur Bidang Kemahasiswaan
Politeknik Negeri Jakarta
Di Tempat

Dengan Hormat,

Merujuk Proposal Pengajuan Kerja Praktik di PT. Dayamitra Telekomunikasi Tbk, kami informasikan bahwa Mahasiswa/i Saudara yang bernama:

NO	NAMA	NIM
1	Chaerunisa Ratu Putri	2208411056

diizinkan untuk melaksanakan kerja praktik di unit **Marketing Strategy & Analytics** PT Dayamitra Telekomunikasi Tbk dengan mentor **Bapak Andrian Sulistiawan / Manager Marketing Plan & Analytics** mulai tanggal 20 Januari 2025 s/d 30 Mei 2025.

Perlu kami sampaikan bahwa data & informasi yang diperoleh selama kerja praktik bersifat rahasia, untuk itu sebelum pelaksanaan kerja praktik kepada yang bersangkutan diwajibkan untuk menandatangani Non Disclosure Agreement diatas materai Rp 10.000,-

Demikian kami sampaikan, terima kasih atas perhatian Saudara.

Hormat Kami,

Intan Yusantina Calvianty
Manager HC Service

PT. Dayamitra Telekomunikasi Tbk
Gedung Telkom Landmark Tower Lantai 25 - 27 Tower 2
Jl. Gatot Subroto Kav. 52 Jakarta 12710 Indonesia
t. +62 21-27933363
f. +62 21-22770871
www.mitratel.co.id

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

III. ATTACHMENT OF INTERNSHIP LOGBOOK



KEMENTERIAN RISET, TEKNOLOGI, DAN PENDIDIKAN TINGGI
POLITEKNIK NEGERI JAKARTA
ADMINISTRASI NIAGA
Jalan Prof. Dr. G. A. Siwabessy, Kampus UI, Depok 16425
Telepon (021) 7863534, 7864927, 7864926, 7270042, 7270035
Fax (021) 7270034, (021) 7270036 Hunting
Laman: <http://www.pnj.ac.id> e-pos: humas@pnj.ac.id

FORM PEMBIMBINGAN PKL (PENYELIA)

1. Nama Perusahaan/Industri : PT Dayamitra Telekomunikasi Tbk
2. Alamat : Telkom Landmark Tower Lt. 27 Jl. Gatot Subroto
Kavling 52 Jakarta 12710
3. Judul PKL : Penyuntingan *Marketing Plan 2025* PT Dayamitra
Telekomunikasi Tbk
4. Nama Penyelia : Andrian Sulistiawan

Waktu	Aktivitas yang Dilakukan	Tanda Tangan
Senin, 20 Januari 2025	<ul style="list-style-type: none"> - Pengenalan lingkungan kerja - Menyunting <i>Foreword Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk 	
Selasa, 21 Januari 2025	<ul style="list-style-type: none"> - Menyunting <i>Foreword Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk - Mencari dan menganalisis data mengenai profil dan <i>market share</i> di pulau Sumatera 	
Rabu, 22 Januari 2025	<ul style="list-style-type: none"> - Menyunting <i>External Analysis Summary Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk - Mencari dan menganalisis data mengenai profil dan <i>market share</i> di pulau Sumatera 	
Kamis, 23 Januari 2025	<ul style="list-style-type: none"> - Menyunting <i>External Analysis Summary Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk 	



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

Jumat, 24 Januari 2025	<ul style="list-style-type: none">- Menyunting <i>External analysis Summary Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk- Mencari dan menganalisis data mengenai profil dan <i>market share</i> di pulau Sumatera	
Senin, 27 Januari 2025	<ul style="list-style-type: none">- Cuti bersama Isra Mi'raj Nabi Muhammad SAW	
Selasa, 28 Januari 2025	<ul style="list-style-type: none">- Cuti bersama Tahun Baru Imlek	
Rabu, 29 Januari 2025	<ul style="list-style-type: none">- Cuti bersama Tahun Baru Imlek	
Kamis, 30 Januari 2025	<ul style="list-style-type: none">- Menyunting <i>Macro Environment Economic Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk- Mencari dan menganalisis data mengenai profil dan <i>market share</i> di pulau Sumatera	
Jumat, 31 Januari 2025	<ul style="list-style-type: none">- Menyunting <i>Macro Environment Economic Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk- Mencari dan menganalisis data mengenai profil dan <i>market share</i> di pulau Sumatera	
Senin, 3 Februari 2025	<ul style="list-style-type: none">- Menyunting <i>Macro Environment Economic Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk- Membuat Proposal <i>Analisa Potensi Pulau Sumatera</i>	
Selasa, 4 Februari 2025	<ul style="list-style-type: none">- Menyunting <i>Mobile Market - Projected Revenue Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk- Membuat Proposal <i>Analisa Potensi Pulau Sumatera</i>	

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Rabu, 5 Februari 2025	<ul style="list-style-type: none"> - Menyunting <i>Mobile Market - Projected Revenue Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal <i>Analisa Potensi Pulau Sumatera</i> 	
Kamis, 6 Februari 2025	<ul style="list-style-type: none"> - Menyunting <i>Mobile Market - MergeCO Revenue & Market Share Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal <i>Analisa Potensi Pulau Sumatera</i> 	
Jumat, 7 Februari 2025	<ul style="list-style-type: none"> - Menyunting <i>Mobile Market - MergeCO Revenue & Market Share Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal <i>Analisa Potensi Pulau Sumatera</i> 	
Senin, 10 Februari 2025	<ul style="list-style-type: none"> - Menyunting <i>Mobile Market - Coverage Gaps Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal <i>Analisa Potensi Pulau Sumatera</i> 	
Selasa, 11 Februari 2025	<ul style="list-style-type: none"> - Menyunting <i>Mobile Market - Market Update MNO (1/2) Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal <i>Analisa Potensi Pulau Sumatera</i> 	
Rabu, 12 Februari 2025	<ul style="list-style-type: none"> - Menyunting <i>Mobile Market - Market Update MNO (1/2) Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> 	



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	- Membuat Proposal <i>Analisa Potensi Pulau Sumatera</i>	
Kamis, 13 Februari 2025	- Menyunting <i>Mobile Market - Market Update MNO (1/2) Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal <i>Analisa Potensi Pulau Sumatera</i>	
Jumat, 14 Februari 2025	- Menyunting <i>Mobile Market - Market Update MNO (2/2) Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal <i>Analisa Potensi Pulau Sumatera</i>	
Senin, 17 Februari 2025	- Menyunting <i>Mobile Market - Market Update MNO (2/2) Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal <i>Analisa Potensi Pulau Sumatera</i>	
Selasa, 18 Februari 2025	- Menyunting <i>Mobile Market - Market Update MNO (2/2) Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal <i>Analisa Potensi Pulau Sumatera</i>	
Rabu, 19 Februari 2025	- Menyunting <i>Mobile Market - Related Government Policies Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal <i>Analisa Potensi Pulau Sumatera</i>	
Kamis, 20 Februari 2025	- Menyunting <i>Mobile Market - Related Government Policies</i>	

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
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	Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk - Membuat Proposal Analisa Potensi Pulau Sumatera	
Jumat, 21 Februari 2025	- Menyunting Mobile Market - Projected Financial (Revenue) Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk - Mencari dan menganalisis data mengenai profil dan market share di pulau Sulawesi	
Senin, 24 Februari 2025	- Menyunting Mobile Market - Projected Financial (Revenue) Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk - Membuat Proposal Analisa Potensi Pulau Sulawesi	
Selasa, 25 Februari 2025	- Menyunting Mobile Market - Projected Operational Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk - Membuat Proposal Analisa Potensi Pulau Sulawesi	
Rabu, 26 Februari 2025	- Menyunting Tower Market - Competitive Dynamics Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk - Membuat Proposal Analisa Potensi Pulau Sulawesi	
Kamis, 27 Februari 2025	- Menyunting Tower Market - Competitive Dynamics Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk	

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	- Membuat Proposal <i>Analisa Potensi Pulau Sulawesi</i>	<i>Asli</i>
Jumat, 28 Februari 2025	- Menyunting <i>TowerCO Growth Strategy Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal <i>Analisa Potensi Pulau Sulawesi</i>	<i>Asli</i>
Senin, 3 Maret 2025	- Menyunting <i>The Next Tower Business - Product Marketing Approach (1/2) Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal <i>Analisa Potensi Pulau Sulawesi</i>	<i>Asli</i>
Selasa, 4 Maret 2025	- Menyunting <i>The Next Tower Business - Product Marketing Approach (1/2) Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal <i>Analisa Potensi Pulau Sulawesi</i>	<i>Asli</i>
Rabu, 5 Maret 2025	- Menyunting <i>The Next Tower Business - Product Marketing Approach (1/2) Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal <i>Analisa Potensi Pulau Sulawesi</i>	<i>Asli</i>
Kamis, 6 Maret 2025	- Menyunting <i>The Next Tower Business - Product Marketing Approach (1/2) Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>Asli</i>

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	- Membuat Proposal Analisa Potensi Pulau Sulawesi	<i>Asli</i>
Jumat, 7 Maret 2025	- Menyunting <i>The Next Tower Business - Product Marketing Approach (2/2) Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal Analisa Potensi Pulau Sulawesi	<i>Asli</i>
Senin, 10 Maret 2025	- Menyunting <i>The Next Tower Business - Product Marketing Approach (2/2) Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal Analisa Potensi Pulau Sulawesi	<i>Asli</i>
Selasa, 11 Maret 2025	- Menyunting <i>The Next Tower Business - Product Marketing Approach (2/2) Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal Analisa Potensi Pulau Sulawesi	<i>Asli</i>
Rabu, 12 Maret 2025	- Menyunting <i>The Next Tower Business - 4G & 5G Deployment Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal Analisa Potensi Pulau Sulawesi	<i>Asli</i>
Kamis, 13 Maret 2025	- Menyunting <i>The Next Tower Business - 4G & 5G Deployment Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>Asli</i>



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	- Mencari dan menganalisis data mengenai profil dan <i>market share</i> di pulau Maluku	
Jumat, 14 Maret 2025	<ul style="list-style-type: none"> - Menyunting <i>The Next Tower Business - Impact of New Technology Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk - Mencari dan menganalisis data mengenai profil dan <i>market share</i> di pulau Maluku 	
Senin, 17 Maret 2025	<ul style="list-style-type: none"> - Menyunting <i>The Next Tower Business - Impact of New Technology Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk - Mencari dan menganalisis data mengenai profil dan <i>market share</i> di pulau Maluku 	
Selasa, 18 Maret 2025	<ul style="list-style-type: none"> - Menyunting <i>The Next Tower Business - Adjacent Business Lines Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk - Membuat Proposal <i>Analisa Potensi Pulau Maluku</i> 	
Rabu, 19 Maret 2025	<ul style="list-style-type: none"> - Menyunting <i>The Next Tower Business - Global Fiber Optic (FO) Industry Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk - Membuat Proposal <i>Analisa Potensi Pulau Maluku</i> 	
Kamis, 20 Maret 2025	- Menyunting <i>The Next Tower Business - Global Fiber Optic (FO) Industry Marketing Plan</i>	

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	2025 PT Dayamitra Telekomunikasi Tbk - Membuat Proposal <i>Analisa Potensi Pulau Maluku</i>	
Jumat, 21 Maret 2025	- Menyunting <i>The Next Tower Business - Global Power-as-a-Service (PaaS) Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i> - Membuat Proposal <i>Analisa Potensi Pulau Maluku</i>	

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Senin, 24 Maret 2025	- Menganalisis tata bahasa <i>The Next Tower Business - Indonesia IBS/DAS Industry Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk	<i>Asa</i>
Selasa, 25 Maret 2025	- Menganalisis tata bahasa <i>The Next Tower Business - Indonesia IoT Industry Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk	<i>Asa</i>
Rabu, 26 Maret 2025	- Menganalisis tata bahasa <i>The Next Tower Business - Small Cell Industry Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk	<i>Asa</i>
Kamis, 27 Maret 2025	- Menganalisis tata bahasa <i>The Next Tower Business - Small Cell Industry Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk	<i>Asa</i>
Jumat, 28 Maret 2025	- Cuti bersama Hari Suci Nyepi	<i>Asa</i>
Senin, 31 Maret 2025	- Cuti bersama Hari Raya Idul Fitri	<i>Asa</i>
Selasa, 1 April 2025	- Cuti bersama Hari Raya Idul Fitri	<i>Asa</i>
Rabu, 2 April 2025	- Cuti bersama Hari Raya Idul Fitri	<i>Asa</i>
Kamis, 3 April 2025	- Cuti bersama Hari Raya Idul Fitri	<i>Asa</i>
Jumat, 4 April 2025	- Cuti bersama Hari Raya Idul Fitri	<i>Asa</i>
Senin, 7 April 2025	- Cuti bersama Hari Raya Idul Fitri	<i>Asa</i>
Selasa, 8 April 2025	- Menganalisis tata bahasa <i>The Next Tower Business - Small Cell Industry Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk	<i>Asa</i>
Rabu, 9 April 2025	- Menganalisis tata bahasa <i>The Next Tower Business - FWA Industry Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk	<i>Asa</i>
Kamis, 10 April 2025	- Menganalisis tata bahasa <i>The Next Tower Business - FWA Industry Marketing Plan 2025</i> PT Dayamitra Telekomunikasi Tbk	<i>Asa</i>








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Jumat, 11 April 2025	- Menganalisis tata bahasa <i>The Next Tower Business - FWA Industry Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	
Senin, 14 April 2025	- Menganalisis tata bahasa <i>ESG Benchmark - TowerCo ESG Ratings Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	
Selasa, 15 April 2025	- Menganalisis tata bahasa <i>ESG Benchmark - TowerCo ESG Ratings Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	
Rabu, 16 April 2025	- Menganalisis tata bahasa <i>ESG Benchmark - TowerCo ESG Ratings Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	
Kamis, 17 April 2025	- Menganalisis tata bahasa <i>Internal Analysis Summary Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	
Jumat, 18 April 2025	- Cuti bersama Wafat Yesus Kristus	
Senin, 21 April 2025	- Menganalisis tata bahasa <i>Mitratel Competitive Advantage & Portfolio</i>	

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	Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk	
Selasa, 22 April 2025	- Menganalisis tata bahasa <i>Mitratel Competitive Advantage & Portfolio Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>NSA</i>
Rabu, 23 April 2025	- Menganalisis tata bahasa <i>Mitratel Competitive Advantage & Portfolio Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>NSA</i>
Kamis, 24 April 2025	- Menganalisis tata bahasa <i>Mitratel Group Business Line 2025 Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>NSA</i>
Jumat, 25 April 2025	- Menganalisis tata bahasa <i>Mitratel Group Business Line 2025 Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>NSA</i>
Senin, 28 April 2025	- Menganalisis tata bahasa <i>Mitratel Group Business Line 2025 Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>NSA</i>
Selasa, 29 April 2025	- Menganalisis tata bahasa <i>Product Catalog Mitratel 2025 Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>NSA</i>
Rabu, 30 April 2025	- Menganalisis tata bahasa <i>Product Catalog Mitratel 2025 Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>NSA</i>
Kamis, 1 Mei 2025	- Cuti bersama Wafat Yesus Kristus	<i>NSA</i>
Jumat, 2 Mei 2025	- Menganalisis tata bahasa <i>Product Catalog Mitratel 2025 Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>NSA</i>
Senin, 5 Mei 2025	- Menganalisis tata bahasa <i>Product Catalog Mitratel 2025 Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>NSA</i>
Selasa, 6 Mei 2025	- Menganalisis tata bahasa <i>Product Catalog Mitratel 2025 Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>NSA</i>

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Rabu, 7 Mei 2025	- Menganalisis tata bahasa <i>Resource & Capability Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>Nsh</i>
Kamis, 8 Mei 2025	- Menganalisis tata bahasa <i>Resource & Capability Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>Nsh</i>
Jumat, 9 Mei 2025	- Menganalisis tata bahasa <i>Net Promoters Score 2024 Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>Nsh</i>
Senin, 12 Mei 2025	- Cuti bersama Hari Raya Waisak	<i>Nsh</i>
Selasa, 13 Mei 2025	- Cuti bersama Hari Raya Waisak	<i>Nsh</i>
Rabu, 14 Mei 2025	- Menerjemahkan <i>Net Promoters Score 2024 Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>Nsh</i>
Kamis, 15 Mei 2025	- Menerjemahkan <i>Net Promoters Score 2024 Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>Nsh</i>
Jumat, 16 Mei 2025	- Menganalisis tata bahasa <i>Highlights Performance Full Year 2024 Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>Nsh</i>
Senin, 19 Mei 2025	- Menganalisis tata bahasa <i>TOWS Analysis Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>Nsh</i>
Selasa, 20 Mei 2025	- Menganalisis tata bahasa <i>TOWS Analysis Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>Nsh</i>
Rabu, 21 Mei 2025	- Menganalisis tata bahasa <i>TOWS Analysis Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>Nsh</i>
Kamis, 22 Mei 2025	- Menganalisis tata bahasa <i>TOWS Analysis Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>Nsh</i>
Jumat, 23 Mei 2025	- Menganalisis tata bahasa <i>TOWS Analysis Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>Nsh</i>

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Senin, 26 Mei 2025	- Menganalisis tata bahasa <i>TOWS Analysis Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>Asa</i>
Selasa, 27 Mei 2025	- Menganalisis tata bahasa <i>TOWS Analysis Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>Asa</i>
Rabu, 28 Mei 2025	- Menganalisis tata bahasa <i>TOWS Analysis Marketing Plan 2025 PT Dayamitra Telekomunikasi Tbk</i>	<i>Asa</i>
Kamis, 29 Mei 2025	- Cuti bersama Kenaikan Yesus Kristus	<i>Asa</i>
Jumat, 30 Mei 2025	- Cuti bersama Kenaikan Yesus Kristus	<i>Asa</i>

Depok, 30 Mei 2025

Pembimbing Perusahaan,

Asa **Mitratel**

Andrian Sulistiawan Hardiwa
NIP 825986

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IV. ATTACHMENT OF INTERNSHIP MENTORING FORM



**KEMENTERIAN PENDIDIKAN TINGGI, SAINS, DAN TEKNOLOGI
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**INTERNSHIP MENTORING FORM
(PNJ SUPERVISOR)**

Name: Chaerunisa Ratu Putri

Title of Internship Report: Implementation of Editing Marketing Plan 2025 PT Dayamitra
Telekomunikasi Tbk

No.	Date	Mentoring Materials	Signature
1.	Tuesday, 25 March 2025	Chapter 1 mentoring session	
2.	Wednesday, 7 May 2025	Chapter 2 mentoring session	
3.	Monday, 23 June 2025	Chapter 3 and 4 mentoring session	
4.	Thursday, 26 June 2025	English Translation Proofreading	

Depok, 26 June 2025

Supervisor,



Dr. Ina Sukaesih, Dipl. TESOL, M.M, M.Hum.

NIP. 196104121987032004



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V. ATTACHMENT OF INTERNSHIP EVALUATION RESULTS



PT DAYAMITRA TELEKOMUNIKASI Tbk

TELKOM LANDMARK TOWER LANTAI 25-27
JALAN JENDERAL GATOT SUBROTO
KAVLING 52 JAKARTA 12710

HASIL EVALUASI
(Pembimbing Perusahaan/Industri)

Nama Mahasiswa : Chaerunisa Ratu Putri
NIM : 2208411056
Judul PKL : Praktik Penyuntingan Dokumen *Marketing Plan* 2025
PT Dayamitra Telekomunikasi Tbk

Nilai Praktik Kerja Lapangan

No	Komponen Penilaian	Range Nilai	Nilai yang Dicapai
1	Kemampuan Berbahasa Secara Lisan	10-20	19
2	Kemampuan Berbahasa Secara Tulisan	10-20	19
3	Kerja Sama	10-20	19
4	Kedisiplinan	10-20	19
5	Etika	10-20	19
Total Nilai ()			95

Jakarta, 30 Mei 2025


ASARI

Andrian Sulistiawan Hardiwa
NIP 825986

Saran Pembimbing perusahaan/industri terhadap mahasiswa PKL

- 1.
- 2.



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VI. ATTACHMENT OF INTERNSHIP CERTIFICATE



SERTIFIKAT

Diberikan Kepada:

Chaerunisa Ratu Putri

(NIM : 2208411056)

Politeknik Negeri Jakarta

telah melakukan Kerja Praktik di PT. Dayamitra Telekomunikasi Tbk
unit Marketing Strategy & Analytics, tanggal 20 Januari 2025 s/d 28 Mei 2025

JULIADI NUGRAHA

VP Human Capital Management