

ANALYSIS OF THE NEW PRODUCT DEVELOPMENT PROCESS PRODUCT SUPERIOR SIZE 600 GRAM CASE IN PT TIGA PILAR SEJAHTERA (FKS FOOD)

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Abstrak

Laporan tugas akhir Program Magang Bersertifikat Kampus Merdeka (MBKM) membahas semua kegiatan penulis selama magang di salah satu perusahaan swasta, PT Tiga Pilar Sejahtera Tbk (FKS FOOD). Kegiatan magang merupakan proses yang ditempuh oleh mahasiswa untuk mampu mengimplementasikan teori ilmu dari mata kuliah yang dipelajari selama mengikuti kegiatan perkuliahan dan mampu memberikan manfaat bagi Perusahaan dengan kegiatan magang ini. Kementerian Riset, Teknologi, Pendidikan dan Kebudayaan menyelenggarakan Program Magang Bersertifikat Kampus Merdeka (MBKM) supaya mahasiswa mampu mengasah ketrampilan baik softskill ataupun hardskill yang dapat bermanfaat bagi lulusan perguruan tinggi. Kegiatan magang Program Magang Bersertifikat Kampus Merdeka (MBKM) dilaksanakan selama 5 (lima) bulan atau selama satu semester di Perusahaan PT FKS Food, Sragen pada divisi Marketing. Mata kuliah yang diambil oleh mahasiswa menyesuaikan jenjang semester yang ditempuh dan perusahaan yang dituju sebagai tempat magang yaitu sebesar 20 SKS. Dalam laporan ini, penulis menganalisis proses pengembangan produk baru melalui tiga tahapan. Tujuan dari kegiatan magang ini untuk menerapkan teori Manajemen yang sesuai dengan permasalahan yang ada di Perusahaan khususnya dalam Strategi Marketing produk

Kata Kunci: Magang Bersertifikat Kampus Merdeka (MBKM), PT Tiga Pilar Sejahtera Tbk (FKS FOOD), Proses Pengembangan Produk Baru.

Abstract

The final project report of the Magang Bersertifikat Kampus Merdeka (MBKM) discusses all of the author's activities during his internship at one of the private companies, PT Tiga Pilar Sejahtera Tbk (FKS FOOD). Internship is a process taken by students to be able to implement the theory of science from the courses learned during lecture activities and be able to provide benefits to the Company with this internship activity. The Ministry of Research, Technology, Education and Culture organizes the Magang Bersertifikat Kampus Merdeka (MBKM) programs so that students are able to hone skills both soft and hard skills that can be useful for college graduates. The internship activity of Magang Bersertifikat Kampus Merdeka Program (MBKM) is carried out for 5 (five) months or for one semester at PT FKS Food Company, Sragen in the Marketing division. The courses taken by students adjust the semester level taken and the intended company as an internship, which is 20 credits. In this report, the authors analyze the process of developing new products through three stages. The purpose of this internship is to apply Management theory in accordance with existing problems in the Company, especially in product Marketing Strategy.

Keywords: Independent Campus Certified Internship (MBKM), Sales Growth, SWOT Analysis, Product Innovation.

1. INTRODUCTION

The Magang Bersertifikat Kampus Merdeka (MBKM) program, implemented by the Ministry of Education and Culture, encourages students to master various sciences for work. It includes various learning activities outside of the university, such as internships, community service projects, teaching, student exchanges, research, entrepreneurial activities, independent studies, and

humanitarian programs.

These activities provide opportunities for innovation, creativity, capacity, personality, and independence in seeking knowledge. Experimental learning programs with flexible pathways help students develop their potential and develop both hard and soft skills. The Department of Management at the Faculty of Economics and Business at the University of Muhammadiyah Surakarta participated in the MBKM program, including an internship at PT Tiga Pilar Sejahtera Tbk (FKS FOOD), a well-known Indonesian food industry company. The internship allowed the author to learn about the company's product development process and its competitiveness in the market.

2. METODE

PT Tiga Pilar Sejahtera (FKS FOOD) is a company engaged in the field of Food Industry which has the goal that this industry must be faced with innovation and the creation of quality and highly competitive products. In the New Channel Marketing Division during an internship at PT Tiga Pilar Sejahtera assigned to assist projects that have been planned by the marketing division (Narayanan, Olk and Fukami, 2006).

In carrying out field work practices at PT Tiga Pilar Sejahtera, the activities carried out by the author during the internship included: Conducting and understanding product knowledge of Superior Noodles, Analyzing data on sales growth for dry noodles based on size for 2020-2020, analyzing using the SWOT method for Company Products and Competitor Products, and Designing the company's innovation products.

3. RESULT AND DISCUSSION

The results and discussion carried out by researchers in internship activities at PT Tiga Pilar Sejahtera (FKS FOOD) with companies engaged in the Food Industry have challenges and problem solving that need to be solved, including the following:

3.1 The challenges during internship

During the internship program, the author faces the following difficulties or challenges:

- 1) The author finds it difficult to catch up with the pace of work provided by the Company and difficult to adapt quickly to the all-round environment on target.
- 2) The author finds it difficult to understand the difference in products because Superior Noodles have various types of noodles.
- 3) The author is experiencing technology problems, the application used by the New Channels Marketing Division does not support the writer's laptop (Power BI application).

- 4) The author are required to multi-task in working on a job desk that makes writers feel overwhelmed.

3.2 Problem Solving

In dealing with the problems faced by the author, the author still looks for ways to overcome the problems that occur in the following ways:

- 1) The author finds it difficult to catch up with the pace of work provided by the Company and it is difficult to adapt quickly to the all-round environment on target.

The author must adapt to new activities and environments during their internship, as they are working as a professional employee for the first time. They must adjust to the company's pace and perform tasks quickly. They must continuously learn and receive new material from the company. They must be proactive, communicate with colleagues, and record or write job explanations to ensure clarity and understanding. This is especially important for new employees who may not have a clear understanding of the company's expectations.

- 2) The author finds it difficult to understand the difference between each product because Superior Noodles have various types of noodles.

According to (Satria et al, 2020: 146) stated that product diversity is all collections of products and goods that can be offered to the public which will later be sold by sellers. The indicators are:

- a) There is the most complete traditional market in the city.
- b) Fulfillment of daily needs.
- c) Quality product quality.
- d) Availability of products in the market.

The author finds it difficult to memorize and understand the difference between superior dry noodle products in a short time. Therefore, the author finds it difficult to understand or at least understand the differences between each company's products.

- 3) The author is experiencing technology problems, the application used by the New Channels Marketing Division does not support the writer's laptop (Power BI application)

Because the process of doing internship work always uses a laptop, the author experiences technological interference, namely the laptop used by the author does not support the application used by the company to analyze Mie Superior sales data, thus the author uses longer time to do the assignment given, so the author must be able to use his time better during the internship.

- 4) The author are required to multi-task in working on a job desk that makes writers feel overwhelmed. Because of the many tasks given by the New Channels Marketing Division to

the author, the author feels overwhelmed so that the author must be able to divide time and prioritize which tasks must be completed first, rather than doing everything at one time but the work is not optimal, so the author chooses to prioritize more important tasks and must be completed quickly because they pursue the target market.

3.3 Relation of Internship Courses

The author's internship at PT Tiga Pilar Sejahtera (FKS FOOD) provided real-world experience and new knowledge in marketing theory. The marketing strategy course, which includes stable, growth, shrink, and combination strategies, aligns with the author's internship. The company's "New Product Development" involves growth strategy, product development, and market share growth. The company also implements sales strategies (4P): Place, product, price, and promotion, which helps develop new products to compete with competitors. The author obtained this strategy from college marketing mix material, which explains the 4Ps.

- 1) Promotion: distributing new product pamphlets that are superior to competitors.
- 2) Place : The company distributes in competing markets with 'special distributors' i.e. new distributors who specialize in distributing goods: "New Product Development".
- 3) Price: because the cost of goods sold is lower, the price marketed by New Product Development is lower than competitors.
- 4) Product: The product that has been developed by the company, namely MSKAB Superior Noodle, has more advantages than competing products with the designation P3L3T which means; Lebih Gurih, Lebih Mengembang, Lebih kenyal tidak mudah Putus, Tidak Mudah Remuk, Tidak Mudah Tengik, Tahan Lama (Self Life 1 Tahun).

3.4 Internship Contribution

The author completed an internship at PT Tiga Pilar Sejahtera (FKS Food) from September 5, 2022, to February 5, 2023, gaining professional work experience and analyzing necessary skills for a competent worker in the company's marketing New Channel division. The company has various divisions and positions, with the Marketing New Channel division divided into two teams: a Marketing Analyst Specialist Team responsible for analyzing consumer behavior to identify market trends and opportunities, and a Data Analysts team responsible for analyzing sales data, determining marketing strategies, and conducting competition analysis.

The marketing analyst team is the driving force of the division, and their competencies are crucial for the company's survival. Soft skills, such as critical thinking, communication, patience, leadership, work ethics, and decision-making, contribute to a company's success and interpersonal relationships. Hard skills, on the other hand, involve the ability to perform tasks in their chosen field, follow their scientific field, and complete work according to their abilities.

These skills are essential for a person's success in the company and their personal growth.

Based on the explanation above, the author has learned hard skills and soft skills from the internship process at PT Tiga Pilar Sejahtera (FKS FOOD). These skills are as follows:

3.4.1 Hard Skill

- 1) Analysis Skills, the author is able to analyze data on noodle product sales growth and can analyze data to find out the SWOT of each product.
- 2) Microsoft Excel and Power BI skills, the author can use excel and power BI because both applications function to help visualization and data analysis.
- 3) Business development skills, the author is able to do product development with the marketing team in order to achieve new targets with the new product.

3.4.2 Soft Skill

- 1) Communication skill, The author is able to communicate well when carrying out the internship process, the ability and facilitation to communicate from tone of voice, word selection, speaking style with superiors and colleagues well, thus can help good relationships and gain the trust of superiors and other colleagues.
- 2) Problem solving skill, The author is able to solve problems given by superiors, such as questions about the sustainability of the company given by superiors and how the author overcomes them.
- 3) Presentation skill, The author is able to present data and analysis in a good format, because the head of the writer's division is very concerned about this, thus the author must be able to inform the data well and interestingly so that it can be understood easily.

4. CLOSING

PT Tiga Pilar Sejahtera Food Tbk is a food industry company focused on innovation and creating quality, competitive products. As a modern technology-driven food processing company, PT Tiga Pilar Sejahtera aims to contribute to industry gains through continuous innovation. The company's new product development process involves various stages, with a new channel marketing division aiming to suppress failures in product launches. The company's strategy plays a crucial role in the success of these new product developments.

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