

## **Marketing Strategy Through My Pertamina For Business E-Commerce In An Effort To Increase Customer Satisfaction (Study at PT. Pertamina Patra Niaga Regional Central Java)**

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### **ABSTRACT**

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This internship report was created to explain the implementation of the marketing strategy for the sale of industrial products for the Oil Fuel (BBM) and non-Fuel Oil (BBM) industries such as Asphalt and petrochemical products at PT Pertamina Patra Niaga Regional Central Java using the My Pertamina For Business Application. Implementation of the Certified Student Internship Program (PMMB) batch 2 of 2023 starts from March 2022 to September 2022. Data collection uses observations, interviews, field activity reports and documentation.

From the results of the internship it is known that one of the sales strategies is to use My Pertamina For Business which is to facilitate the transaction process for Agents and Distributors of Industrial and non-Fuel Petroleum (BBM) products in the hope that satisfaction with service can make existing collaborations achieve goals for both short term goals and long term goals.

**Keywords:** marketing strategy, customer satisfaction, My Pertamina for Business

## INTRODUCTION

Internships are student academic activities through the implementation of direct practical work in forums/agencies related to the study of the course being taken. The type of activity carried out is direct participation in all activities at the internship site. The Ministry of State-Owned Enterprises (BUMN) as well as the Ministry of Research, Technology and Higher Education and the Indonesian Human Capital Forum (FHCI) have provided opportunities for students to participate in the Certified Student Internship (PMMB) event which aims to increase competitiveness, accelerate student readiness to enter the world work and is a concrete step for the government to increase the competency of university graduates to meet the global needs of work. One of the benefits of the Certified Student Internship Program (PMMB) is that students can identify between the theory they have received during lectures and internships carried out at companies in order to broaden their horizons about the knowledge learned and its realization in the world of work. Field work practice through the Certified Student Internship Program (PMMB) was carried out at PT. Pertamina Patra Niaga Central Java Region in the Corporate Sales function.

Corporate Sales/Marketing Business PT Pertamina Patra Niaga is a corporate marketing company that sells fuel oil (BBM) products in the industrial, aviation, marine and non-petroleum fuel (BBM) sectors such as asphalt and petrochemical products. Currently Pertamina's consumers of fuel oil (BBM) in the industrial and maritime sectors reach more than thousands of consumers and are spread throughout Indonesia. Main customers include PT Perusahaan Listrik Negara (Persero), TNI/Polri, mining, steel, paper, food, cement, fertilizer, joint ventures, water transportation and other industries. In the marine sector, we are focused on increasing sales volume and expanding the location of Pertamina's fuel oil and fuel oil (BBM) in all major ports in Indonesia. The marketing area is supported by reliable infrastructure, namely tankers (BBM), skid tanks, warehouses, ports and ships. That way, energy can be evenly distributed throughout Indonesia. The sales distribution locations of PT Pertamina Patra Niaga Central Java Region are throughout the Central Java Region and the Special Region of Yogyakarta.

In the current era of globalization, education plays a very crucial role in the formation of skills and capabilities of a person to enter the work environment, whether obtained from education in tertiary institutions or education during field work practices or apprenticeships, as a result of which there is a balance between theoretical knowledge and practical field work. needed to support a person before entering the real world of work. In today's economic development and technological developments, companies are required to increase their efficiency and effectiveness. Mainly related to online sales and transaction systems (Hermawati, et al., 2022) Consumers with Internet experience will use online channels to collect product information. Digital marketing is very important because people will research online before making a purchase. For this reason, a marketer must maximize digital marketing because it can help businesses reach their consumers. It is necessary to carry out sales transactions online without meeting face to face to maximize transactions between companies and industrial consumers. This online sales transaction arises because the customer agent has to process the PO (purchase order) and payment and then the issuance process waits

for the SO (Sales Order), LO (loading order) which takes time because they have to wait for the marketing support admin to process orders manually on the sidelines - during other jobs. Where this is very detrimental to consumer satisfaction because the fuel (fuel oil) process cannot be distributed before the issuance of a Sales Order (SO) agent.

The manual transaction process carried out by the company will cause dissatisfaction with industrial agents. Consumer or customer satisfaction is the level of consumer feelings after feeling a comparison of what is received and their expectations of an item or service. A consumer, if he claims to be satisfied with a consumer or customer's goods or services, is very likely to become a regular customer or customer for a long time. Consumer or customer satisfaction is a person's feeling of liking or disappointment that is felt after comparing the performance (which will occur) of the product that is thought of against the performance required. The management is making efforts to increase customer satisfaction by producing new media to facilitate the transaction process for purchasing Pertamina products. The company's efforts to simplify the transaction process are using E-Commerce. E-Commerce is a form of advancement of technology that can be felt now. According to (Maulana, 2015) Electronic commerce or also called E-commerce, is the use of communication networks and computers to carry out business processes. The definition of E-commerce is using the internet and computers with web browsers to introduce, offer, buy and sell products.

To implement this, PT Pertamina Patra Niaga is making it rare for consumers to order flowing fuel products (fuel oil) and non-fuel products (fuel oil) through My Pertamina for Business. My Pertamina for Business is a digital web created to make transactions and make it easier for consumers to get Pertamina products anywhere and anytime that is intended only for industrial consumers. PT Pertamina has 2 applications with the same name with different functions. The My Pertamina for Business application is different from the My Pertamina application, this difference can be seen from the word Business where the My Pertamina for Business application is intended for industrial consumers while My Pertamina is aimed at retail consumers. The My Pertamina for Business application is an E-Commerce while the My Pertamina application is an E-Payment.

In planning for the realization of the My Pertamina for Business application, Pertamina as a product marketer will always see who the potential customers are. Potential customers are observed from the calculation of the volume of purchases of fuel oil (BBM) every month. because the corporate sales division does not market its products directly to the public or retail, potential customers from corporate sales are companies or industries that have collaborated. Therefore, according to the description above, the author is interested in writing a final report with the title "Marketing Strategy Through My Pertamina for Business E-Commerce in an Effort to Increase Customer Satisfaction (Study at PT. Pertamina Patra Niaga Regional Central Java)"

## **THEORITICAL REVIEW**

### **Marketing**

Marketing is a very important thing in a company in running a business in order to obtain a company's survival, so that the company can receive profits.

According to (Futrell, 2013) marketing is one of the overall systems of business activities aimed at planning, determining prices, promoting and distributing goods, services, ideas to target markets in order to achieve organizational goals. So it can be concluded that marketing is one of the business activities to plan, determine prices, promote and distribute goods or services in order to achieve organizational goals and be accepted and liked by consumers.

### **Marketing Management**

Marketing Management according to (Tjiptono, 2011) is a total system of business activities designed to plan, set prices, and distribute products, services and ideas that are able to satisfy the desires of the target market in order to achieve organizational goals. (Hermawati, 2013) Marketing management includes several stages, namely: analysis, implementation and supervision. These stages apply starting from putting forward ideas, producing goods and services, exchanging products from products to achieving satisfaction for the users of the product. So it can be interpreted that marketing management is an analysis, planning, implementation, and control of programs designed to create, build, and maintaining profitable exchanges with target markets with a view to achieving organizational goals.

### **Marketing Concept**

The marketing concept is a business philosophy which states that satisfying consumer needs is an economic and social requirement for company survival (Sunnyoto, 2014). According to (Kotler, 2004) marketing strategy consists of the basic principles that underlie management to achieve business and marketing goals in a target market, marketing strategy contains basic decisions about marketing, marketing mix, marketing mix and marketing allocation. According to (Kasmir, 2016) a well-known strategy in marketing management is the marketing mix strategy or marketing mix. (Assauri, 2013) Marketing mix is a combination of variables or activities which is the essence of the marketing system, which variables can be controlled by marketing to influence the reactions of buyers or consumers. The marketing mix strategy consists of:

1. Product Strategy (product)

Product is the first and most important element in the marketing mix. Planning the marketing mix begins with formulating an offer that can meet the needs or wants of consumers.

2. Price Strategy (Price)

Price is the amount of money required to buy various goods, services, and combinations of services. Because it generates revenue, price affects the amount of sales, the amount of profit and the market share that the company receives.

3. Strategy Place (place)

Place is a place where the production of goods or services will be marketed through market share and also the place to encourage sales through distribution channels so that producers are not difficult in producing goods or services to be distributed to consumers.

4. Strategy Promotion (promotion)

Promotion (promotion) can also be called advertising is one of the marketing mix variables that is very important for companies when marketing service

products. Promotion functions not only as a communication tool between businesses and consumers, but also as a tool to influence consumers to buy or use services according to their wants and needs.

### **Customer satisfaction**

(Chiguvi & Guruwo, 2017) explains that satisfaction is a form of evaluation or assessment of a specific transaction that has been carried out. (Ilieska, 2013) adds that consumer satisfaction is a form of assessment that compares the expectations held by consumers for a product or service before buying to the experience felt after enjoying these products and services. can conclude that satisfaction is a form of benchmark to compare between expectations held by consumers as an evaluation of a product or service.

### **Linkage between Marketing Strategy and Customer Satisfaction**

(Andayani, 2015) states that there is a relationship between marketing strategy and customer satisfaction. He stated that the dimensions of product strategy, price, promotion, location and facilities can influence marketing strategy variables tested partially on customer decisions, so it is proven that marketing strategy variables have a significant effect on customer satisfaction variables.

### **Online Marketing**

According to (David & George, 2001) in his book Marketing Research, internet marketing or online marketing is the use of networks to reach customers. Bringing together a network of users and resources has resulted in new activities with more capabilities. Separation of each activity and changes that occur very quickly, connecting users with computers that have been transformed into a communication tool leads to a new business opportunity, and generates a new industry. According to (Nisa et al., 2018) Internet marketing is the process of compiling integrated communications that aim to provide information about goods or services in relation to satisfying human needs and desires through internet media.

### **E-Commerce**

According to (Maulana, 2015) Electronic commerce or also called E-commerce, is the use of communication networks and computers to carry out business processes. The definition of E-commerce is using the internet and computers with web browsers to introduce, offer, buy and sell products. According to (Laundon, Kenneth and Laundon, 2008), the classification of E-Commerce is distinguished as follows: Business to Consumer (B2C), Business to business (B2B), Consumer to Consumer (C2C), Peer-to-peer (P2P), Mobile Commerce (M-Commerce). The e-commerce referred to in this study is included in the Business to Consumer (B2C) category, which includes buying, selling and marketing transactions to individual buyers using internet media through E-Commerce service providers, such as Kaskus, Toko Bagus, and berniaga.com . In the E-commerce transaction process, both Business to business (B2B) and Business to Consumer (B2C), it involves banking institutions as institutions that handle transaction payment transfers.

### ***My Pertamina for Business***

The My Pertamina for Business application is a digital application aimed at industrial consumers in conducting service transactions in a B2B (Business to Business) scheme. This application makes it easier for consumers to get Pertamina products anywhere and anytime. Pertamina has aspirations to increase and strengthen the growth of B2B (Business To Business) marketing both domestically and abroad, by continuing to be committed to providing quality products and services for consumers. In the transaction process using My Pertamina for Business it involves banking institutions as institutions that handle transaction payment transfers. In the My Pertamina for Business application, the selling price of fuel oil (BBM) does not get subsidies from the government, because the My Pertamina for Business application was made and is intended only for industrial consumers, namely agents or distributors. The products sold in the My Pertamina for Business application are not only fuel oil (BBM) but there are also Non-Fuel Oil (BBM) products, namely Petrochemical and Asphalt products.

### **REPORT METHOD**

Data collection in the internship report was obtained from observation and interviews.

#### **Observasi**

Observation is a process of obtaining information and data by direct observation. Observations made during the implementation of activities using the participation method. Participation is participation in activities. The purpose of making this observation is to find out the constraints of the object being studied. The observation process is carried out by meeting directly with industrial consumers by SBM (Sales Branch Manager) with the marketing support team.

In today's economic development and technological developments, companies are required to increase their efficiency and effectiveness. Mainly related to online sales and transaction systems (Hermawati, et al., 2022) Consumers with Internet experience will use online channels to collect product information. Digital marketing is very important because people will research online before making a purchase. For this reason, a marketer must maximize digital marketing because it can help businesses reach their consumers. It is necessary to carry out sales transactions online without meeting face to face to maximize transactions between companies and industrial consumers. This online sales transaction arises because the customer agent has to process the PO (purchase order) and payment and then the issuance process waits for the SO (Sales Order), LO (loading order) which takes time because they have to wait for the marketing support admin to process orders manually on the sidelines - during other jobs. Where this is very detrimental to consumer satisfaction because the fuel (fuel oil) process cannot be distributed before the issuance of a Sales Order (SO) agent. The manual transaction process carried out by the company will cause industrial agent dissatisfaction.

#### **Interview**

Interview is the process of collecting information data by having conversations with informants and interviewers. Interviews are strong evidence for the validity of completing observational data. The compiler also conducted personal interviews



with 4 SBM (Sales Branch Managers) who were at Pertamina Regional IV Central Java. The questions posed were as follows:

- a. How to increase sales of industrial fuel oil and petrochemicals?
- b. What is the sales mechanism for PT Pertamina Patra Niaga's corporate sales function?
- c. How do you register industrial consumers at PT Pertamina Patra Niaga?
- d. Have all Industrial consumers used the My Pertamina for Business application?
- e. Are there any obstacles and what are the transaction processing solutions using My Pertamina for Business?

The 4 SBM (Sales Branch Manager) informants are:

1. Resource person 1, namely Mr. Taufan as Sales Branch Manager 1
2. Resource person 2, namely Ms. Zecye as Sales Branch Manager 2
3. Resource person 3, namely Mr. Denny as Sales Branch Manager 3
4. Resource person 4 namely Mr. Panca as Sales Branch Manager 4

## IMPLEMENTATION METHOD

Kegiatan Program Magang Mahasiswa Bersertifikat (PMMB) pada PT Pertamina Patra Niaga Regional Jawa Bagian Tengah kota Semarang dimulai setelah dilaksanakannya penutupan Program Magang *Batch* II/2021 dan pembukaan Program Magang *Batch* I/2022 secara serentak dengan PT Pertamina *Group (Holding dan Subholding)* seluruh Indonesia yang tergabung dalam program ini secara *virtual* menggunakan *microsoft teams*. Kegiatan pertama yang dilakukan pada PT Pertamina Patra Niaga yaitu *induction training* tentang *company profile* pertamina, (*Health, Safety, Security and Environment*) *HSSE induction*, *Core Values* pertamina, softskill dalam dunia kerja. Setelah itu dilanjutkan magang pada penempatan fungsi masing yang sudah di bagi sebelumnya dengan dibimbing oleh pembimbing dan seluruh pekerja pada fungsi masing-masing untuk memberikan arahan untuk mahasiswa yang menjadi peserta magang sesuai dengan ketentuan dalam pelaksanaan magang yang berlangsung. Pelatihan kerja lapangan merupakan suatu bentuk praktik atau kegiatan pelatihan yang bersifat langsung, sistematis dan dibimbing oleh pembimbing yang kompeten untuk memperoleh pengalaman kerja pada jenjang karir selanjutnya.

## RESULTS AND DISCUSSION

The results obtained from interviews with 4 SBM (Sales Branch Manager) informants are as follows:

### 1. Increasing Sales of Industrial Fuel Oil

To answer the challenges of marketing industrial fuel oil, cooperation from all parties is required. Through socialization and education about the policy on subsidized fuel recipient rules, PT Pertamina Patra Niaga assists the Corporate Sales function to provide information regarding preferences for the proper use of industrial fuel oil (BBM). This effort is made to avoid misuse of subsidized fuel oil (BBM) by the industry because it has the law.

In carrying out its duties and functions as Corporate Sales under the auspices of PT Pertamina Patra Niaga, it has several marketing strategies. Among them are promotions, Corporate social responsibility (CSR), as well as direct monitoring of

industrial consumers which is carried out so that sales reach the target and do not violate government policies. To respond to low consumer purchasing power, the Central Java Corporate Sales function routinely requests special substandard prices twice a month, namely on the first 1st of the month and the 15th of the middle of the month. Other strategies undertaken to increase sales of industrial fuel at PT Pertamina Patra Niaga Central Java include:

a) SBM (Sales Branch Manager) assists Agents or Distributors to market products to End Customers

b) Promotion through social media

The marketing process is carried out through social media-based websites, such as Instagram, Facebook, LinkedIn, Twitter, YouTube, and even TikTok.

c) Customer Retention

Providing souvenirs or promotional items to customers helps companies build engagement so that long-term good relations occur.

## **2. Sales Mechanism of PT Pertamina Patra Niaga in Central Java Regional Company Sales Function**

The following is the sales mechanism for PT Pertamina Patra Niaga in the Central Java Regional Corporate Sales function as follows:

a) Determine Potential Customers

Finding information about potential customers can be done with the help of third parties such as contractors. The information obtained is then filtered according to the criteria of PT Pertamina Patra Niaga.

b) Conduct a Survey of Prospective Consumer Needs

Needs surveys are carried out by sending e-mails or making direct telephone calls. The requested data includes business sector, type of fuel, and the average daily fuel requirement.

c) Offer Appropriate Products

Pertamina's product offerings as well as an explanation of the products needed by consumers provide an overview of the purchases that consumers will make.

d) Providing Agent or Distributor Recommendations

After there is interest and suitability from consumers, the Sales Branch Manager in charge can provide recommendations for Agents or Distributors in the consumer's area. Providing this recommendation is useful for reducing the cost of transporting fuel.

e) Assist in Price Negotiations

The prices of products sold by Pertamina and agents or distributors are of course not the same. Assisting in price negotiations between consumers and agents or distributors shows that PT Pertamina wants a deal that benefits both parties. Ordering products through My Pertamina for Business after a price agreement has been reached, PT Pertamina Patra Niaga makes price adjustments in the system. Then the consumer makes a payment and the order will be processed.

## **3. How to Register Industrial Consumers at PT Pertamina Patra Niaga**

Apart from providing superior quality products for consumers, Pertamina also provides convenience for mutually beneficial cooperation.

a) Registration of Business to Business (B2B) Agents and Distributors

Fill in your personal data in the form to become an agent or distributor of aviation products, industrial and marine fuels (BBM) and petrochemicals. The



information required includes full name, company, telephone number/mobile number, email address and product purchased.

b) Business to Business (B2B) Consumer Registration

Consumers get four advantages of being Business to Business (B2B) consumers, namely getting quality products & services, Pertamina has the widest marketing and distribution network, assisted by reliable and professional human resources and digitization in every line of business to create a trusted business. Pertamina always provides the best for consumers, to ensure that each party can develop all business opportunities to move forward together. After registering, industrial consumers can purchase fuel through the My Pertamina for Business application. The My Pertamina for Business application is a digital application aimed at industrial consumers in conducting service transactions under the Business to Business (B2B) scheme. This application makes it easy for consumers to get Pertamina products anywhere and anytime. My Pertamina for Business is a digital web created to make transactions and make it easier for consumers to get Pertamina products anywhere and anytime that is intended only for industrial consumers.

## CONCLUSION

One of the benefits of the Certified Student Internship Program (PMMB) is that students can identify between theory they have received during lectures and internships carried out at companies in order to broaden their horizons about the knowledge learned with realization in the world of work. From work practice activities in the field located in the Corporate Sales division of RJBT, there are several activities that are usually carried out here, starting from checking sales realization from monthly targets, price changes that are made 2 times a month, Calculation of Realization and Profit, Preparation of Monthly Reports, Analysis of Potential Customers, Company Visits, Making (SP3) Payment Process Request Letters, making Minutes (BA), Procurement of Vendor Goods and sales maintenance.

Conclusions that can be drawn based on the final internship report produced and the data analyzed in the previous chapter of Using My Pertamina For Business E-Commerce in an Effort to Increase Customer Satisfaction (Study at PT. Pertamina Patra Niaga Regional Central Java), namely:

- 1) Marketing is a strategy whereby producers sell goods to consumers by offering these products, presenting them and bringing these products closer to consumers, so that they quickly recognize their attractiveness, offer discounts, offer attractive services to consumers and facilitate their use. Manufacturers to achieve their goals, both short term and long term . Marketing carried out at PT. Pertamina Patra Niaga Central Java Regional (RJBT), especially in the Corporate Sales function, is very much directed to provide the best service to its consumers.
- 2) Manual transaction activities carried out by the company will cause dissatisfaction with industrial agents. In today's economic and technological developments, companies are required to increase their efficiency and effectiveness. Especially related to online sales and transaction systems. Consumers who have experience in using the internet will use online channels to gather information about products. Digital marketing is very necessary, because people will do online searches before making a purchase. For this reason, a marketer must maximize digital marketing because it can help companies reach their consumers. Sales transactions need to be

carried out online without face to face to maximize transactions between companies and industrial consumers.

- 3) The manual transaction process carried out by the company will cause dissatisfaction with industrial agents. Consumer or customer satisfaction is the level of consumer feelings after feeling a comparison of what is received and their expectations of an item or service. A consumer, if he claims to be satisfied with a consumer or customer's goods or services, is very likely to become a regular customer or customer for a long time. Therefore customer satisfaction is very important because without customer satisfaction, other activity processes will not be carried out and there will also be no product buying and selling process activities. The management is making efforts to increase customer satisfaction by producing new media to facilitate the transaction process for purchasing Pertamina products. The company's efforts to simplify the transaction process are using E-Commerce. E-Commerce is a form of advancement of technology that can be felt now. To implement this, PT Pertamina Patra Niaga is making it rare for consumers to order flowing fuel products (fuel oil) and non-fuel products (fuel oil) through My Pertamina for Business. My Pertamina for Business is a digital web created to make transactions and make it easier for consumers to get Pertamina products anywhere and anytime that is intended only for industrial consumers. PT Pertamina has 2 applications with the same name with different functions. The My Pertamina for Business application is different from the My Pertamina application, this difference can be seen from the word Business where the My Pertamina for Business application is intended for industrial consumers while My Pertamina is aimed at retail consumers. The My Pertamina for Business application is an E-Commerce while the My Pertamina application is an E-Payment.
- 4) Marketing mix or marketing mix is a combination tool with four variables, namely product, price, place and promotion, which is used to persuade consumers to buy products or merchandise so that consumers can identify products better so that these products can be recognized more closely by consumers . Products that exist at PT. Pertamina Patra Niaga is not only a flowing fuel product (fuel oil) but there are non-fuel products (fuel oil) such as Petrochemical and Asphalt. Meanwhile, the discussion this time is how to increase customer satisfaction with the same product but with different services. The price here is very clear, the price is the amount of money needed to buy various goods, services and combinations of services. Here, price has a good influence on sales activity. In order to satisfy consumers, PT Pertamina provides discounts to consumers, agents or dealers who buy in large quantities according to the agreement of both parties. Place is a place where the production of goods or services will be marketed through market share and also the place to encourage sales through distribution channels so that producers do not have difficulty in producing their goods or services to be distributed to consumers. Products from PT. Pertamina Patra Niaga is very easy to get because, PT. Pertamina Patra Niaga has many Oil Fuel Terminals (TBBM). To collect products using the My Pertamina for Business application, consumers can choose the nearest Fuel Oil Terminal (TBBM). And the last is Advertising (promotion) is one of the marketing mix variables which is very important for companies when marketing service products. Promotion functions not only as a communication tool between businesses and consumers, but also as a tool to influence consumers to buy or use services according to their wants and needs.

- 5) How to order products through the My Pertamina For Business application:
  - a. Get username and password through Pertamina sales in your area.
  - b. Visit <https://apps.pertamina.com/mypertaminab2b>
  - c. Do the login process according to the user provided, then select the service you want to get then click submit, the My Pertamina For Business main menu will appear
  - d. Select a profile, check your customer code, NPWP, Ship To, payment method and make sure the data you enter matches your company.
  - e. Find the product you need, then select , enter the amount you need, enter ship to , select the delivery date, then select add to cart.
  - f. Before making a payment, make sure your order is appropriate, then select the payment menu, do a payment simulation if the amount is appropriate, then complete the payment by debit or credit.
  - g. Then enter the PO (purchase order) number, upload the PO document, and your order will be processed.

In the process of realizing the use of the application, there were a few obstacles when the field activities took place and there was an evaluation. Because sales don't always go smoothly. There are always obstacles or obstacles that arise and are faced by PT Pertamina Patra Niaga in carrying out its trading business. Barriers experienced in carrying out sales, especially related to the ordering mechanism through My Pertamina for Business, consumers do not understand the transaction system and do not understand its operation. Consumers who are not used to making orders through applications often experience problems, so the Sales Branch Manager also needs to know the use of applications to help overcome consumer problems. Using the Web to order Pertamina products sometimes cannot be processed because the system is experiencing problems. Of course this can hinder transactions that will be carried out by industrial consumers. In addition, errors in the system can reduce consumer enthusiasm because of the perceived bad system in the My Pertamina for Business application. There are also visiting activities and support for the needs of industrial consumers and fishermen. In this activity, many strategies were implemented by Corporate Sales so that when supporting consumer needs this is in accordance with the wishes of expectations, and prearranged planning. This process is quite draining and there is also a lot of knowledge that has not been obtained in college, then obtained in this direct work practice. After undergoing an internship for 6 months, there are many benefits and lessons that can be taken by the author, including:

1. The author understands how the real work environment actually is
2. Understand work and what happens in the company environment
3. Sharpen the professionalism and discipline of the writer
4. Sharpen the author's problem solver to the problems that occur in the division
5. The author understands that if he works later he is ready to be placed in various divisions that differ from his main expertise.
6. The author is expected to be more active in socializing with company employees.

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