

TEMAN (*Mangosteen Effervescent Tablets*) DEVELOPMENT AND PROCESSING OF MANGOSTEEN PEEL EXTRACT INTO EFFERVESCENT AS A HEALTH SUPPLEMENT

Lutfi Sukowati Ilyasa

Universitas Esa Unggul
lutfi87.kediri@gmail.com

ABSTRACT

Conducting an internal analysis aimed at knowing strengths and weaknesses is important so that the choice of the strategy used is accurate and appropriate. Setting up a framework internally can help grow a business faster and make the business organized and structured. The stages of this research are the stages of business establishment, operational goals and objectives, operation design, delivery of operations and operational cost budgets. HC Strategy is defined as the company's plan to respond to or anticipate external and internal changes in accordance with the *Decision Stage* (QSPM) and *Bussines Level Strategy*, namely promoting *online* and *offline* so as to improve its position in the competition that is implemented. It can be concluded that this study evaluated the development and processing of mangosteen peel extract into effervescent tablets called TEMAN. These tablets are intended as a health supplement that can help maintain a healthy body through the benefits of the mangosteen peel content contained in it. Therefore, this research can make an important contribution in the development of quality and beneficial health supplements for society.

Keywords: TEMAN, Mangosteen peel, health supplement

This article is licensed under [CC BY-SA 4.0](https://creativecommons.org/licenses/by-sa/4.0/) 

INTRODUCTION

Frame Work



Figure 3. 1 Internal Factor Analysis Framework

Source: (Grant, 2021)

Conducting internal analysis aimed at knowing strengths and weaknesses is important so that the choice of strategy used is accurate and appropriate (Helms & Nixon, 2010; Townley, 1993). Setting up a framework internally can help grow a business faster and make the business organized and structured (Moeller, 2007; Teece, 1996). The framework in this internal analysis is divided into the stages of identifying resources and *capabilities* which include marketing, operational, Human Resources and Financial factors after which a strategy design is carried out in order to achieve *competitive advantages* (Baird & Meshoulam, 1988).

Analysis Of Demand

Analysis of demand is an analysis of consumers' desires for prospective products and services so that by understanding the analysis of demand, the product will be more acceptable to consumers (Armstrong et al., 2015).

Quality and Efficacious Products (R1)

Supplement products that consumers want to be accepted by the market are supplement products that have proven their quality and efficacy, with many studies on the efficacy of mangosteen peel, *effervescent* tablet supplement products made from the main raw materials of mangosteen peel extract are believed to be of high quality and efficacious for the health of potential consumers (Dwyer & Coates, 2018).

Mangosteen contains bioactive compounds such as xanthenes, terpenes, anthocyanins, tannins, phenols, and some vitamins. The nutritional value of mangosteen per 100 g includes 80.9 g of water, 0.5 g of protein, 18.4 g of carbohydrates, 1.7 g of fiber, 9 mg of calcium, 14 mg of phosphorus, 0.5 mg of iron, 2 mg of vitamin C, 0.09 mg of vitamin B1 (thiamin), 0.06 mg of vitamin B2 (riboflavin), and 0.1 mg of vitamin B5 (niacin). So that mangosteen has a very high anti-oxidant content and is an effective raw material for skin health supplements, cholesterol, diabetes and strengthening the body's resistance.

Supplement Products That Are Easy To Consume And Not Bitter (C1)

Most forms of mangosteen peel extract sulemen are capsules that contain mangosteen peel granules with a drinking dose of 3 x 2 capsules per day or in the form of a solution (syrup) at a dosage of 3 x 1 tablespoon per day which tends to be a bit bitter. With the breakthrough of mangosteen peel extract in the form of *effervescent* tablets, it will make it easier for consumers to consume because it is enough to take 1 x tablets per day with a non-bitter taste.

In sorting mangosteen fruit products that will be used as an ideal extract is to use the mangosteen fruit selection method based on the age of the fruit (selected to be ripe with the size / dimension standards that have been set by the fast wrapper and positioning marker fruit cover method) then the selected fruit will be carried out a technological process of sterilization and disinfectant spraying. However, because the main raw material obtained from the supplier is already in the form of dried mangosteen skin, a selection of raw materials must first be carried out to meet the established quality standards.

Furthermore, the production stage of *effervescent* tablets will be carried out in 2 stages, first using the *buchi spary dryer* method to process mangosteen peel into powder. The initial stage is washed under running water until clean, then drained which after drying is put in a juicer. The juice / extract obtained is filtered and then dried using a vacuum dryer, so that a dry extract is obtained.

See the diagram image below:



Figure 3.2 Grooves of Making Mangosteen Peel Extract into Powder

Source : IPB Research

Mangosteen extract has a bitter and chelate taste. Attempts to improve the taste of bitterness and chelates can be made using sweeteners. In this product will be used aspartame sweeteners of various concentrations. The use of aspartame as a sweetener is because there is no bitterness or after taste that is often found in other artificial sweeteners (Dewi et al., 2014).

Risk of Small Side Effects (R2)

Side effects of drugs are very avoided by consumers for example some drugs that can cause drowsiness or nausea will be avoided by some segments of consumers, then there are also drugs that are not friendly to people with stomach acid or hypertension will avoid some types of drugs that cause a relapse effect on the kemorbidities suffered by consumers. Therefore, it is very important to make a product that has very few side effects or even no side effects.

Mangosteen peel contains resins and tannins in the outer skin that can cause indigestion so that the outermost skin is not included in the raw material. Furthermore, mangosteen also prevents blood clots so that it is not safe in postoperative consumption and people who have bleeding disorders.

In addition to these things, there have not been found significant side effects from the consumption of mangosteen peel extract.

Cheap and easy to obtain (R3)

The basic principle of consumers is to obtain quality goods at the cheapest prices, with a cheaper price position compared to similar products and access to products that are easy to obtain will determine the *market positioning* of the product to consumers.

The main raw material in the production of mangosteen peel *effervescent* tablets is dried mangosteen peel which can be easily obtained from selected suppliers with a price range of

Rp. 17,000 to Rp. 25,000 / Kg or from farmers by buying mangosteen fruit that is still intact for Rp. 5000 to Rp. 10,000 / Kg with the main raw materials that are quite cheap and the efficiency of the production process is expected to form a competitive bargaining price in the market.

By strengthening the distribution and marketing network with the target of facilitating consumer access to products, it is hoped that it will be able to provide availability and convenience services to potential consumers.

Analysis Of Competition

Analysis of competition tends to inventory the actions needed to survive in the competition against other competitors in the fight for the market. In terms of competition in the pharmaceutical market, especially in terms of the supplement business, the following strategies or actions are needed:

Marketing and distribution networks that pamper consumers (C2)

The advantage of TEMAN products is that they are easy to consume and taste not bitter, so a way is needed so that potential consumers can directly see how to serve and feel directly product samples to convince potential consumers. Against these conditions, a sales network is needed that is able to directly promote the product to potential consumers. Furthermore, consumers who already have loyalty to the product need to be given ease of product access so that it must be ensured that the product is available in the marketplace and retail networks and pharmacies.

Strengthening the Relationship between Raw Materials, Research and Distribution (C3)

Quality mangosteen peel is the main raw material in the production of *effervescent* tablets mangosteen peel, while the mangosteen fruit itself takes up to 6-8 years to start fruiting. Mangosteen farmers also tend to export mangosteen cultivation products because export prices are higher than domestic prices. For this reason, the supply of raw materials must be secured with long-term contracts to ensure supply in supporting production.

Parties that support business continuity for the initial stage include:

Major Raw Material Providers

CV Mitra Bibit Purworejo

CV. Mitra Bibit is one of the mangosteen skin providers that serves both large and small scale purchases. The price offered is Rp. 17.000/Kg with a minimum purchase of 100kg. This provider can provide more competitive prices and guarantee the quality of the mangosteen peel needed for production. They provide transportation facilities to the production site, so that the quality and service provided can greatly help the company to get quality raw materials, competitive prices and ease of service.



Figure 3.4 Major raw material providers

Source : Website CV. Seed Partners

Mangosteen Farmers Mangosteen Plantation, Wanayasa District, Purwakarta Regency

Mangosteen Farmers in Wanayasa District, Purwakarta Regency, West Java are listed as the largest mangosteen fruit production center in Indonesia with the highest total production in 2015 was 69,314 tons. Wanayasa Subdistrict has the highest production and productivity in Purwakarta Regency. Many farmers who sell mangosteen fruit residues that do not meet the export quality are very cheap around Rp. 5000 / kg with a minimum purchase of 200kg, this can be an option for purchasing raw materials for production for companies, the distance from the production site also does not take long so that the collection of raw materials from is very profitable.

a. HPSP and PKBT IPB

The company will make an MOU with the Horticultural Partnership Supporting Program (HPSP) and collaborate with the Center for Tropical Fruit Studies, Bogor Agricultural University (PKBT IPB), an institution that manages National Strategic Excellence Research (RUSNAS) because competitors and initial research and innovation in tablet production will work with them, for that the company will include a special division so that it can continue to establish the sustainability of the cooperation.

b. Pharmacy or medicine outlet

Business actors in circulating Traditional Medicines, Health Supplements, will always place products in pharmacies or other medicine outlets. Although it seems conventional, consumers still point out that the purchase of health products is circulating in pharmacies.

c. Market place in e-commerce

Maintaining a relationship with the market place in this business is one of the important things, because the means of sales for business to consumer (B2C), companies sell products or services to consumers with retail so that products can be quickly accepted by the public. The company will cooperate with shopee, tokopedia, bukalapak, lazada.

d. Online payment service provider (Fin-Tech) companies

Collaborating with various online payment service providers can provide convenience, so there are many payment options that users can use. For bank transfer payments, the company uses a joint account through Bank Mandiri using xendit and collaborates with several Digital Payment providers in Indonesia such as DANA, OVO and GoPay. For offline payment services, you can do it through Alfamart, Indomart and Lawson.

Long-Term Contract With Maklon Service Company For Production (C4)

The pharmaceutical industry has strict requirements in terms of production, special production facilities and infrastructure and utilities are needed with strict supervision from BPOM, for these conditions in the short term it is more effective if the production process is carried out by a certified maklon service for the pharmaceutical industry with the contract period adjusted until the company has its own production line.

Maklon service companies also provide various alternative services that B2B consumers need with the various advantages they have.

Strengthening Brand With Promotion and Advertising (C5)

As a new entrant in the pharmaceutical industry, especially herbal supplements that are already overcrowded, in the short term the product must be immediately known by consumers so that promotions and advertisements are very important to strengthen product branding so that it can be immediately recognized and known all its advantages by consumers.

Legal Entity and Financing (R4)

One of the early stages of business establishment is the existence of a legal entity that functions as an organization that has a vision, mission and strategy. In this case, there has been an incorporated company owned by the founder to further serve as initial capital to strengthen relations and seek financing support through investors.

Quality Control Management (C6)

Quality Control is required by every company in order to ensure that the products manufactured or services comply with a set of specified quality criteria or meet the requirements of clients or customers. Quality control in the company will ensure garden and production activities in order to maintain a productive environment and produce quality products.

Assessment of Resources and Capability

After determining the resources and capabilities the next step is to provide an assessment. Resources and capabilities need to be assessed based on two main criteria. First, the degree of importance; Which resources and capabilities are the most important in providing a sustainable competitive advantage. Secondly, where the strengths and weaknesses are compared with competitors. Here are the Key Success Factors of TEMAN/Company in the Internal Factors angle.

Table 3.1 Resource and capabilities assessment

	Strategy Important	Strength Relative	Information
Resources			
R1. Quality and Efficacious Products	8	8	The raw material is mangosteen peel extract which is one of the best antioxidants
R2. The Risk of Side Effects is Small	7	8	The main raw materials are herbal and non-chemical and based on research have a small risk of side effects

Temam (Mangosteen Effervescent Tablets) Development and Processing of Mangosteen Peel Extract Into Effervescent as a Health Supplement

R3. Cheap and easy to obtain	7	5	The cost of obtaining raw materials is relatively cheap and with the right marketing strategy will facilitate access to products
R4. Legal Entity and Financing	7	4	Already have a legal entity to build production relations and financing through investors
Capabilities			
C1. Supplement Products That Are Easy To Consume And Not Bitter	8	7	Taste modification, and shape innovation into more practical and economical effervescent tablets
C2. Network Marketing and distribution that pampers consumers	8	7	Marketing strategy and distribution strengthening
C3. Relationship Strengthening Raw Materials, Research and Distribution	8	5	Supply chain security, product development and research MOU and distribution network
C4. Long-term contracts with Maklon Service Company For Production	8	4	Strategic cooperation with maklon company
C.5 Strengthening the Brand With Promotion and Advertising	8	7	Innovation in promotion and brand strengthening
C.6 Management Quality Control	7	4	Ensuring consistent corporate MQC
Scale 1 to 10 (1=weak 10=strong) TEMAN resources and capabilities			
Source : Writing Team, 2022			

10	Superflous Strenght	Key Strenghts
		C1/C2/C5 R2 R1
5		R3 /C3
		R4/C6 C4
0	Zone Of Irrelevance	Key Weaknesses
5		10

Table 3.2 Appraising Resource and Capability (Hypothetical)
(Source: Data processed and author discussion)

Competitive Advantage

Competitive advantage is the ability obtained through the characteristics and resources of a company to have higher performance than other companies in the same industry or market (Porter, 1985). Resources and capabilities will shape the company's competitive advantage. The following is a table of VRIO (Valuable, Rare, In-imitable and Organized to capture) analysis:

Resources	Valuable	Rare	Inimitable	Organized to capture	Implication
Quality and efficacious products	Yes	Yes	Yes	Yes	Sustained Competitive Advantage
The product has a risk of side effects Small	Yes	Yes	Yes	No	Temporary Competitive Advantage
Cheap and easy products Retrieved	Yes	Yes	Yes	No	Temporary Competitive Advantage
Legal entities and financing	Yes	No	No	Yes	Unused Competitive Advantage

Capabilities	Valuable	Rare	Inimitable	Organized to capture	Implication
Supplement products that are easy to consume and do not bitter	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage
Indulgent marketing and distribution network user	Yes	Yes	No	No	Temporary Competitive Advantage
Strengthening the relationship between raw materials, research and distribution	Yes	No	No	No	Competitive Parity
Long-term contracts with maklon service companies for production	Yes	Yes	No	No	Competitive Parity
Strengthen your brand with promotions and advertising	Yes	Yes	No	No	Competitive Parity
Management quality control	Yes	No	No	No	Competitive Parity

Based on the VRIO analysis above, Competitive Advantage was formed, namely the latest and first herbal supplement product by providing new innovations ranging from modification of taste and packaging and the easiest service in transactions and becoming the first mangosteen extract product with an effervescent form with quality and efficacious mangosteen peel extract content.

Strength - Weaknes

Table 3. 4 Evaluation of FRIENDS' Internal Factors

<i>Strength</i>
1 Quality and efficacious product because it is made from mangosteen peel extract which is one of the best antioxidants
2 The main raw materials are herbal and non-chemical and based on research have a small risk of side effects
3 Mangosteen peel extract supplement product that is easy to consume and not bitter because it is in the form of <i>effervecent</i> tablets

- 4 Marketing strategy and distribution strengthening that will be the company's priority
- 5 Innovation in promotion and brand strengthening

Weakness

- 1 Cheap and easy-to-obtain raw materials have a tendency easy to imitate
- 2 Most *resources* and *capabilities* only have a temporary competitive advantage and are easy to *capture/imitate* by competitors
- 3 *Large finance/funding* for all operational activities

Maintaining *Health, Safety And Conducive Working Environment* in

- 4 fieldwork environment and high-risk work are not in full control

- 5 Ensuring consistent *management quality control* of the company with a wide reach of the company so that it is possible to occur

The imperfection of the process if risk mitigation is not carried out

Source : Writing Team, 2022

METHOD

Operational Plan of PT. Bhakti Jawa Citramulia (BJC) in the business of producing *mangosteen fruit extract effervescent* tablets with the product name TEMAN is presented in the following framework:



Figure 6.1 Operational Management Framework

Stages of Business or Business Establishment

Against the establishment of a legal entity there has been a PT. Bhakti Jawa Citramulia which is located on Jl. Gunung Sahari 10 No. 20d, Gunung Sahari Selatan Village, Kemayoran District, Central Jakarta which has been owned by one of the investors which will be used as the basis for the legality of the company agreed to change the deed of establishment in order to accommodate new investors. Furthermore, for business licenses, it is necessary to revise business licenses to become manufacturers and buy and sell pharmaceuticals through the OSS (Online Single Submission) application.

Because there is already a legal entity for the company, the legality has been owned, but the status of the business place at the company's location is in the form of a shophouse that is not too large so that a larger location is needed to meet office and other operational needs. But for the time being, the existing shophouse can be used first.



Figure 6.2 PT BJC Logo (Source: Writing team, 2021)

a. Operational Goals and Objectives

Setting the right operational goals and objectives will help PTBJC in achieving the target market according to the company's vision and mission in accordance with the Decision Stage (QSPM) and Bussines Level Strategy, namely promoting online and offline.

Operational Objectives

Table 6.1 Operational Objectives of PT BJC

Category	Operational Objectives
Short Term (Y.0 to <Y.2)	<ol style="list-style-type: none"> 1. Conducting maclon cooperation. 2. Doing <i>Product Development</i>. 3. Meet the legality and distribution permit of the product. 4. Strengthening the supply chain of raw materials and supporting materials. 5. Support facilities and infrastructure as well as online and offline marketing activities. 6. Have the ability to create promotional content.
Medium Term (Y.3 to Y.4)	<ol style="list-style-type: none"> 1. Opened <i>a representative of</i> PT BJC in Java. 2. Strengthen distribution and marketing networks and access to products. 3. Preparation of independent production facilities and infrastructure. 4. Strengthening research for product variations.
Long-term (Y>5)	<ol style="list-style-type: none"> 1. Independent production 2. Opened <i>a representative of</i> PT BJC outside Java. 3. Ensuring that marketing networks, facilities and infrastructure have reliability in achieving marketing targets. 4. Production of product variations and improvement of product quality

Source : Writing team, 2021

b. Operational Goals

Table 6.2 PT BJC's Operational Goals

Kategory		Operational Goals
Short Term (Y.0 to <Y.2)		1. Make a contract with a pharmaceutical company.
		2. Cooperation with IPB researchers for product development and formulation.
		3. Obtained a distribution permit from BPOM.
		4. Contracts with suppliers of mangosteen peel and supporting materials.
		5. It has servers, data processing tools and cameras to support online marketing.
		6. Have offisal stores on Tokopedia, Shoppe and Lazada.
		7. Have a youtube channel, IG and other social media.
		8. Contracts with merch providers to support offline marketing.
Medium Term (Y.2s/d Y.4)		1. Open a representative in each province on the island of Java.
		2. Has product distribution points in Bandung, Semarang, Jogjakarta and Surabaya.
		3. Have a factory design for production and the required means.
		4. Have a product variant formula.
		5. Contract with both providers in the area to support the marketing event schedule.
Long Term (Y>5)		1. Opened representatives in Medan, Denpasar and Makassar.
		2. Have their own factories and means of production.
		3. Have a variety of products.
		4. Contracts with providers outside java to support the schedule of marketing events.

c. Product Design



Figure 6.3 Logos and FRIENDS



Source : Halodoc

Figure 6.4 Example of a Tablet in strip and tube form

The flow of goods and services is described as follows:

- 1) Supplier
- 2) Input
- 3) Process

Component	Formula (mg)
Mangosteen Peel Extrak Granule	1,500
Effervescent mix	
- Sodium Bicarbonate	1,435
- Tartric Acid	843
- Citric acid	421
Apartam	180
PEG 6000	90
Mannitol	31
Total	4,500

Source : Thesis on Granule Formulation and Effervescent Tablets, University of Indonesia

2010

- 4) Output
- 5) Customer
- 6) Reseller Network

d. Process technology



Figure 6.7. Rotary tablet press machines

Source : Eurotab (2018)

Supply Chain Management

1. Mangosteen peel as the main raw material must meet the established quality requirements so that the selection of mangosteen skin supplier providers must be very strict in terms of quality obtained from the mangosteen farming community.
2. Supporting chemicals (citric acid, sodium bicarbonate and tartaric acid) obtained from authorized chemical providers.
3. Coordination with certified pharmaceutical companies will facilitate the product production process and quality assurance guarantees.
4. Packaging is carried out by PT. BJC is separate with the aim of maintaining quality packaging, division of product categories (samples and for sale) and reassuring production data and expired products therefore cooperation with product packaging manufacturing companies is needed.

HC Goals and Objectives

In accordance with the Decision Stage (QSPM) and Business Level Strategy, namely conducting online and offline promotions, human capital activities are more focused on supporting the company's promotional activities.

Purpose of HC

FRIENDS under PT. Bhakti Jawa Citramulia will conduct a *Human Capital Plan* as follows:

1. Redefining the objectives in accordance with the vision and formulated through executive meetings in accordance with the *Decision Stage* (QSPM) and *Business Level Strategy*, namely promoting *online* and *offline* so as to produce an *action plan* for *human capital* which will be endorsed by the director as a reference to prepare human resources who have competence and integrity and are able to work hard and linearly with the company's strategy. PT. Bhakti Jawa Citramulia estimates the need for *knowledge management* in the form of human resources who have competence and integrity and are able to work hard.
2. Preparation of human resources who have competence and integrity and are able to work hard from the *screening* of candidates to the development process after becoming an employee.

Table 7.1 Human Capital Objectives

Kategori	Purpose of HC
Short Term (Y.0 to <Y.2)	1.Obtaining human resources who have high competence and integrity in accordance with the needs of the organization. 2.Getting human resources who are able to work hard to support the company's strategy in terms of online and offline marketing.

Medium Term (Y.3 to Y.4)	<p>1. <i>Knowledge management</i> programs that are carried out periodically get Monitoring and evaluation of human resource work.</p> <p>2. Strengthening human resources to support product distribution networks.</p>
Long-term (Y>5)	<p>1. Give bonuses when you reach sales targets</p> <p>2. Facilitating facilities and infrastructure to feel safe and comfortable while working.</p> <p>3. Providing freedom of ideas and creativity Building human resources has <i>OCB (organizational citizenship behavior behavior)</i></p> <p>4. Re-training employees so that employee skills and knowledge are maintained</p>

HC Goals

The target of *human capital* can be seen with the following indicators:

- Competent in their respective fields which is realized by achieving targets on *Key Performance Indicators (KPI)*, K3 certification, Tax Certification and ISO
- Innovative through achieving product variation targets in year 3
- Coaching every 6 months and coaching every month
- Have an application media for knowledge sharing

Table 7.2 Human Capital Goals

Kategory	HC Goals
Short Term (Y.0 to <Y.2)	<p>1. Competent in their respective fields which is realized by achieving targets on <i>Key Performance Indicators (KPIs)</i>, K3 certification, Tax Certification and ISO.</p> <p>2. Recruit 8 (eight) marketing HR people.</p> <p>3. Have a staff of content creators</p>
Medium Term (Y.2s/d Y.4)	<p>1. Add 2 (two) HR marketing people</p> <p>2. Have representatives in bandung, semarang, jogja and surabaya</p> <p>3. Have a team of content creators</p> <p>4. Have a team of product innovation review and factory manufacturing studies</p>

**Long-Term
(Y>5)**

1. Have representatives in Medan, Makassar, and Bali
2. Add 2 (two) HR Marketing people
3. Have perfect production and governance SOPs

RESULTS AND DISCUSSION

Strategy HC



Figure 7.2 Mckinsey's 7 S Skeleton

HC Strategy is defined as the company's plan to respond to or anticipate external and internal changes in accordance with the *Decision Stage* (QSPM) and *Bussines Level Strategy*, namely promoting online and *offline* so as to be able to improve its position in the competition which is implemented as follows

7 S	IMPLEMENTATION
Shared Value	Companies must have values that are in line with company vision and able to synergize with strategy
Strategy	Strengthening <i>online</i> and <i>offline</i> promotion in accordance with <i>Decision Stage</i> (QSPM) and <i>Bussines Level Strategy</i>
Structure	The organizational structure is designed simply with the aim of more effective and efficient by strengthening sales networks
Systems	ISO 9001:2018 and the implementation of <i>Good Corporate Governance</i>
Styles	Transformational as well as professional leadership styles
Staff	Standardization of recruitment competencies and rewards
Skills	Have a knowledge sharing system and training program

Culture

In order to support the achievement of the vision and mission of PT. Javanese Bhakti

Citramulia, the company will carry out several cultural and value transformations aimed at all employees. In addition, PT. Bhakti Jawa Citramulia will instill a strong value and culture towards the employees so that the *output* produced is as expected.

- Artifact

It can be said that artifact is the level of culture that exists on the surface of an organization/company. Artifacts can be seen, heard and felt and are a cultural symbol in the work environment. In this case, PT. Bhakti Jawa Citramulia strives to make the development of taglines, and characteristics and strengthening the identity of products and companies.

Company Logo

Logo PT. Bhakti Jawa Citramulia uses the BJC symbol as



Figure 7.3 Logo of PT. Bhakti Jawa Citramulia

Source: Writing Team, 2022.

The letter PT and themangosteen fruit emblem, with a combination of purple is a philosophy over the mangosteen skin that symbolizes value, price and strengthin our PT and then the green color weakens our fertility and natural wealth the meaning of creativity. It is expected that PT. Bhakti Jawa Citramulia will always prioritize innovation to facilitate consumer needs. This logo is formed from an unbroken line that represents us who never give up hope, never get stuck at some point. So it is hoped that this also represents sales that continue to grow. In addition, the number of leaves symbolizes the initial number of founding members of PT. The unified Bhakti Jawa Citramulia illustrates the synergy between the company's vision and mission to always prioritize the quality of the products produced.

Uniform

Uniforms that will be used by employees of PT. BJC uses a combination of purple and green according to the color of the PT logo. BJC. The use of uniforms can be a form of compliance of PT. Bhakti Jawa Citramulia against the rules imposed. The use of this uniform can also show the credibility that each employee has. Uniform colors that are quite unique can be a positive characteristic so that they are easier to be recognized by the public and loyal consumers of TEMAN.

Office Layout

The shape of the office building or decoration will be purple and white by highlighting the fresh side and the round main building shape characterizes the shape of TEMAN as the main product of PT. Bhakti Jawa Citramulia. Office layouts are made efficiently and effectively by maximizing the use of existing places. Office space of PT. Bhakti Jawa Citramulia is made open and flexible to make it easier for employees to socialize with each other and increase productivity by providing space for discussion in order to strengthen promotion and increase sales.

Company Values

PT. Bhakti Jawa Citramulia has standards for taking action, directing, enabling synergy, assisting with evaluation, setting priorities, reducing uncertainty, minimizing conflict, stimulating work and assisting both in resource allocation and work design. The corporate norms that are used as a basis are:

a. Communication

Responsibility for the norms regulated in this company must be owned by the company owner, management, and employees of PT. Bhakti Jawa Citramulia. Every individual must be able to uphold openness (transparency) in carrying out tasks and also in internal and external relations of the company.

b. Integrity and Discipline

All employees of PT. Bhakti Jawa Citramulia carries out duties and obligations in accordance with the rules and does not violate company regulations. In addition, employees of PT. Bhakti Jawa Citramulia is expected to have high integrity towards the company. Integrity is one of the most important or key attributes that every employee of PT. Bhakti Jawa Citramulia. Integrity is a concept related to consistency in actions, values, methods, measures, principles, expectations and various things produced.

People of integrity have an honest personality and have a strong character. A firm attitude defends principles, does not want corruption, and becomes the inherent basis of oneself as moral values. Qualities, traits, or conditions that show complete unity so that they have potential and ability that exudes authority and honesty.

c. Ethics and Morality

These two related things aim to define something good or not and how leaders and employees can be the difference between good and wrong. Ethics and morality of PT. Bhakti Jawa Citramulia is made with clear standards so that employees will better understand the extent of the level of differentiating good and wrong things.

d. Innovation

In setting long-term goals, the first thing that PT. Bhakti Jawa Citramulia is doing market penetration. Aftermarket penetration is carried out, of course, market development is needed so that TEMAN is increasingly accepted by the community. When the product is well received, it is expected that TEMAN will have its own market share, so product development will begin to be carried out. This innovation must be able to encourage the creativity of PT. Bhakti Jawa

Citramulia to find practical ways so that product development can be accepted again by the community as before.

Believe/Assumption

In this case, believe is very influential on changing the company's culture. From the previously mentioned vision statement, that the results to be achieved by PT. Bhakti Jawa Citramulia is a company that is a brand of simple and practical clothing cleaning products. As for the example of believe PT. Bhakti Jawa Citramulia includes:

Table 7.3 Believe/Assumption

Value	Believe
Communication	PT. Bhakti Jawa Citramulia makes Standard Operating Procedures (SOPs) and work instructions as a means of communication in implementation. PT. Bhakti Jawa Citramulia will enforce transparency where employees will easily communicate with superiors or other parties with the hope that all employees in sparking new ideas, are freer in doing
	self-development, as well as improved performance.
Integrity and Discipline	Salary deductions for all employees who are late to enter the office without exception, including staff and management, where the salary is deducted by IDR 50,000 per day. PT. Bhakti Jawa Citramulia will also provide its own rewards for exemplary employees.
Ethics and Morality	Application of 5R (Concise, Neat, Cool, Caring, Diligent) to the company through employee awareness development, 5R inspection or audit, 5R competition, 5R campaign (signs, banners, banners, and others), improvement idea competition (<i>Continuous Improvement</i>). Clear rules and the continuous conduct of audits are indispensable. When needed, PT. Bhakti Jawa Citramulia also built the rules regarding the penalty against the employee who did not carry it out.
Innovation	PT. Bhakti Jawa Citramulia will evaluate what employees have produced within 2 months, this policy is called <i>Innovation Day</i> . Every two months, employees are required to make any ideas or innovations related to the interests of the company, whether carried out individually or in teams. Then the results of these ideas will be evaluated and it will be the best teams who will be given the opportunity to demonstrate the results to all superiors and employees. Innovations or ideas from employees who are able to margin the company will be given special <i>rewards</i> and teams or individuals who do not participate in <i>Innovation Day</i> will be given a performance warning. With this obligation, inevitably employees are forced to continue to give their best abilities and always improve themselves for their own good and common interests.

Human Capital Planning

Recruitment

PT. Bhakti Jawa Citramulia conducts the recruitment process in 2 ways, namely internal recruitment and external recruitment. Internal recruitment by means of job vacancy announcements and *talent inventory*. The advantages of using internal recruitment include relatively low costs, clear career development, and increasing employee motivation and morale so that employees feel cared for and promoted because of a clear career.

Furthermore, external recruitment using job advertisements on social media or print media, employee recommendations, applicants who come directly to the company, *job fair*, or recruitment service agency. After the recruitment process is carried out, the next stage is the selection stage, namely the receipt of a cover letter, the implementation of psychotests, *interviews* and decisions on the results of the selection. The following are the steps that will be taken in the process of finding PT. Bhakti Jawa Citramulia:

1. Making Man Power Planning or Analyzing Employee Needs

Every department of PT. Bhakti Jawa Citramulia is obliged to carry out planning by analyzing the number of employees needed. As well as determining whether to make additions or *replacements*.

2. Management Approval

After each department has analyzed the needs of the number of employees, it is mandatory to make a submission in the form of an IOM (*Intern Office Memo*) containing the number of positions to be filled, the number of needs, and the job description of the position. The IOM has received *approval* from the board of directors.

3. Selection process

After the IOM (*Intern Office Memo*) gets approval, it is forwarded to the HR department for further processing. HR department will disseminate information about the vacancy through the website, and social media owned by PT. Bhakti Jawa Citramulia. Then PT. Bhakti Jawa Citramulia will conduct a *Walk-In-Interview* system to get the number of employees needed in a short time.

1) Vacancies in publish

2) Screening Administration

Every incoming application will be screened and inputted into the database. The basic qualifications that must be possessed by every applicant are: Indonesian Citizen, Male / Female, Unmarried / Married (Experience), Physically and spiritually healthy, and attractive appearance, Minimum age of 18 years and maximum of 25 years (*Fresh Graduate*) or a maximum of 35 years for relevant *experience* in the most applied position, Minimum high school / vocational / D3 / S1 education (for *office* placement preferably D3 and above), Able to communicate well, speak English actively, active Chinese is preferred, Familiar with computerization, Disciplined, Honest, and Responsible, Able to work in teams and individuals, and have high motivation.

3) Psychological tests

Psychological tests conducted by PT. Bhakti Jawa Citramulia will lead to intelligence tests and *Inventory* tests or personality tests. The tools used are TIKI as an intelligence test,

Papikostick which will reveal the fields of *leadership*, work direction, *activity*, *social nature*, *work style*, temperament, and *followership*. In addition to *Papikostick*, other *Interventory tests* will also be added such as BAUM and DAP. In addition, in the background check of prospective employees, PT. Bhakti Jawa Citramulia will ask applicants to fill out a *Background Check*.

4) HRD Interview

This initial interview was conducted by the HR Department to conduct background checking of applicants using the IDX (*Behavioral Event Interview*) Technique.

1) User Interviews

In the *User Interview* stage, candidates who pass will conduct interviews with prospective superiors in the applied position. Each *user* will be given a candidate assessment form that must be filled out during the *interview* process. The results will be given to the *recruitment* team, and applicants who are declared qualified will be invited back to take the *Medical Examination* test.

2) Medical Examination

Before conducting a *Medical Examination*, the *recruitment* team will invite candidates who pass the *briefing* first. The team will explain the things that can derail the *medex* and also the costs that the candidate needs to incur. The *Medical Examination* includes urine tests, blood tests, and color blindness.

3) Sign Contract

Candidates will be asked to complete the mandatory requirements for personal data in the form of KTP, NPWP, BRI Account Number for payroll. The files will be sent via *E-mail*. Candidates who pass the *medical examination* and have completed their files will be invited back to carry out the *sign contract* process. In this process, salary negotiations are also carried out by the *recruitment* team. When an agreement is reached, the candidate will be handed over to the legal party for the *sign contract* process. Matters stipulated in the contract include employee work rules, employee income (which has been agreed in advance), employee service period.

Training and Development

Training is a systematic change of knowledge, skills, attitudes, and behaviors that continue to improve in each employee so that they can realize the goals to be achieved by PT. Bhakti Jawa Citramulia. Development is the activity of maintaining and improving competencies (knowledge, expertise, and abilities) to achieve company effectiveness. PT. Bhakti Jawa Citramulia will provide training to all employees by observing the following:

1. *Task Analysis*: a more focused analysis of the needs of the task charged to a particular position.
2. *Person Analysis*: a more focused analysis on the level of competence of the person holding the position.

Here are some examples of training materials that will be provided by PT. Bhakti Jawa Citramulia to employees:

Table 7.4 Training Materials provided to employees

<i>Soft Skill Training</i>	<i>Functional Skill Training</i>
<i>Staff</i> <ol style="list-style-type: none"> <i>1. Developing basic communication skills</i> <i>2. Customer service excellence</i> <i>3. Professionalism work ethics for staff</i> <i>4. Building great teamwork</i> <i>5. Corporate value for staff</i> <i>6. Basic Safety Management</i> <i>7. Fire Fighting Training</i> <i>8. Emergency Response Procedure</i> <i>9. Basic First Aid</i> 	<ol style="list-style-type: none"> <i>1. Basic Financial Management</i> <i>2. Consumer Behaviour</i> <i>3. Risk Management Training</i> <i>4. Production Machinery Training</i>
<i>Asst. Manager</i> <ol style="list-style-type: none"> <i>1. Developing effective coaching skills</i> <i>2. Managing productive communication skills</i> <i>3. Developing great customer satisfaction</i> <i>4. How to delegate work effectively</i> <i>5. Basic leadership skills for officers</i> <i>6. Building great teamwork</i> 	<ol style="list-style-type: none"> <i>1. Principles of corporate strategy and planning</i> <i>2. Principles of financial management</i> <i>3. Risk management for officers</i>
<i>Soft Skill Training</i>	<i>Functional Skill Training</i>
<ol style="list-style-type: none"> <i>1. Professionalism work ethics for officers</i> <i>2. Corporate values for officers</i> 	
<i>Manager</i> <ol style="list-style-type: none"> <i>1. Managing change effectively</i> <i>2. Coaching for optimal performance</i> <i>3. Business communication skills</i> <i>4. Developing customer loyalty</i> <i>5. Enhancing delegation skills</i> <i>6. Developing leadership skills</i> <i>7. Building high performance team</i> <i>8. Professionalism work ethics for managers</i> <i>9. Managing corporate values</i> 	<ol style="list-style-type: none"> <i>1. Devising good corporate strategy</i> <i>2. Strategic risk management</i>

Compensation System

PT. Bhakti Jawa Citramulia has a special compensation calculation strategy, where the assessment of the price of work should be the company's top priority in determining what compensation actions should be planned by the company. Factors that determine the compensation of PT. Bhakti Jawa Citramulia includes Education, Work Experience, Leadership / Supervisory Responsibilities, Personal / Organizational Contacts, Customer Service Relationships, Work Complexity, and Working / Environmental Conditions. PT. Bhakti Jawa Citramulia provides salary, benefits, and bonuses per month according to the level of importance based on the company's structure chart. In addition, by conducting a survey of the compensation price of other companies, which can be used as a benchmark to determine prices.

Based on the organizational structure of PT. Bhakti Jawa Citramulia, it is a known that the company has around 35 employees. For the level of the chief director, manager and staff, there are differences in payroll according to the level of the organizational structure. The distribution of the compensation system implemented by PT. Bhakti Jawa Citramulia as attached in appendix 11. In general, the calculation of the components of wages and benefits according to their expertise is as follows:

Table 7.5 Calculation of Wages and Benefits According to Expertise

	<i>Lower staff</i>	<i>Staff</i>	<i>Experts</i>	<i>Upper Management</i>
Basic wage	IDR 4,169,000	IDR 5,000,000	Rp12.750.000	IDR 20,000,000
Allowances	-	-	-	-
Position				
Overtime	Max. 14 hours/week	-	-	-
Health	BPJS class III	BPJS class II	BPJS class I	BPJS class I
THR	1x THP	1x THP	1x THP	1x THP
Bonus	Annual	Annual	Annual	Annual
Other bonuses	Performance achievements exceed target	Performance achievements exceeding the target	Performance achievements exceed target	Achievement of performance beyond target

Employee Status

Employee status to be applied by PT. Bhakti Jawa Citramulia is a contracted employee. With the first 1-year employment contract. If the employee has a good performance, it will be evaluated and extended by 1 year.

Job Evaluation

Job evaluation is a system of assessing employee work performance based on predetermined regulations, by comparing work results with work rules that have been set during a certain period. Evaluation conducted by PT. Bhakti Jawa Citramulia every month, every quartal, and every year. The evaluation prioritizes very optimal service performance, so that consumers who buy products can feel satisfaction, and provide loyalty in the future.

Evaluation is carried out in each division, from production to distribution process. The targets that have been formed by the company will also be evaluated to see the progress that has been running. The evaluation was conducted to assess how effective the strategy formed by the company was to market TEMAN. PT. Bhakti Jawa Citramulia will use several ways in evaluating the work of all its employees such as:

1. Quantitatively calculating the results of work
2. Request a response from an internal PT. Bhakti Jawa Citramulia
3. Solicit customer feedback
4. Evaluate the effectiveness of time
5. Evaluation of employee enthusiasm.

Termination of Employment

According to Law No. 13 of 2003 concerning Manpower, companies can lay off under various conditions as follows:

- a. Resignation of one's own accord
- b. Resignation in writing of one's own accord due to the expiration of the employment relationship
- c. Resignation due to reaching retirement age.
- d. Workers make gross mistakes
- e. Workers detained by authorities
- f. The company suffers losses
- g. Workers fail continuously
- h. Worker dies
- i. Workers commit violations
- j. Status change, merger, sledding or change of ownership
- k. Termination of Employment for Efficiency reasons

New Normal Policy

1. Policy of PT. Bhakti Jawa Citramulia in preventing Covid-19

- a) PT. Bhakti Jawa Citramulia will monitor and update the development of informationcovid-19 regularly as a guide to the new normal and comply with the latest government regulations and policies

- b) PT. Bhakti Jawa Citramulia will form a *Covid-19* handling team in the office area consisting of leaders, staffing departments, SHE sections, and health workers which is strengthened by a Decree from the President Director of PT. Bhakti Jawa Citramulia.
- c) PT. Bhakti Jawa Citramulia will provide policies and procedures for employees to report any suspected cases of *Covid-19* (symptoms of fever or cough/runny nose/sore throat/shortness of breath) for monitoring by health workers.
- d) Not treating positive cases as a stigma.
- e) *Work from home* regulations. Determine employees who need to keep working/coming to work and employees who can do work from home.
- f) PT. Bhakti Jawa Citramulia will *tracing* employees who are suspected of being reactive from temporary test results.

2. If there are employees who still have to work during the PSBB or PPKM:

- a) At the entrance of the PT. Bhakti Jawa Citramulia will take temperature measurements using a thermogun, and before entering work, a *Covid-19 Risk Self-Assessment* will be applied to ensure that employees who enter work are not infected with *Covid-19*.
 - b) PT. Bhakti Jawa Citramulia will manage work time not too long (overtime) which will result in employees lacking time to rest which can lead to a decrease in the body's immune system.
 - c) For employees with a shift system:
 - PT. Bhakti Jawa Citramulia will eliminate shift 3
 - Employees with a shift system are arranged so that those who work are prioritized employees who are less than 50 years old.
 - d) PT. Bhakti Jawa Citramulia requires employees to wear masks from the time they travel to/from home, and while at work.
 - e) PT. Bhakti Jawa Citramulia will regulate the nutritional intake of food provided in the office area. If possible employees will be given vitamin supplements.
 - f) Facilitating safe and healthy office areas:
 - Providing *hand sanitizer* and *sanitary hygiene* for the work environment
 - Handwashing facilities
 - Physical Distancing in all work activities.
 - g) PT. Bhakti Jawa Citramulia will conduct a campaign for the Healthy Living Community Movement through Healthy Lifestyle and Clean and Healthy Living Behavior (PHBS).
3. Employee Socialization and Education Regarding *Covid-19*

PT PT. Bhakti Jawa Citramulia employees and families in order to provide a correct understanding related to *Covid-19*, so that employees get knowledge to independently take preventive and promotive measures to prevent disease, as well as reduce excessive anxiety due to incorrect information.

HR Cost Budget

The HR cost budget relates to the monthly salary that will be received by the employee. The details of HR costs have been explained in 7.4.3. about a compensation system that includes basic salary, job title allowance, THR and others. The HR cost budget designed by PT. Bhakti Jawa Citramulia is included with the benefits that will be provided for the next five years.

In HR planning in accordance with the *Decision Stage* (QSPM) and *Business Level Strategy*, namely conducting online and *offline* promotions, PT. Bhakti Jawa Citra Muliaakan recruited 21 employees with the most positions being sales. For the 5th year with the expansion of the distribution area to the islands of Java, Sumatra, Sulawesi and Bali, there was an increase in employees in the sales and marketing department so that the total number of employees reached 32 people. PT. Bhakti Jawa Citramulia also assumes that every employee of PT. Bhakti Jawa Citramulia will experience a salary increase in the third year of 10%, the fourth year of 15%, the fifth year of 18%.

CONCLUSION

Concluded that this study evaluated the development and processing of mangosteen peel extract into effervescent tablets called TEMAN. These tablets are intended as a health supplement that can help maintain a healthy body through the benefits of the mangosteen peel content contained in it. Therefore, this research can make an important contribution in the development of quality and beneficial health supplements for society.

REFERENCES

- Armstrong, C. M., Niinimäki, K., Kujala, S., Karell, E., & Lang, C. (2015). Sustainable product-service systems for clothing: exploring consumer perceptions of consumption alternatives in Finland. *Journal of Cleaner Production*, 97, 30–39.
- Baird, L., & Meshoulam, I. (1988). Managing two fits of strategic human resource management. *Academy of Management Review*, 13(1), 116–128.
- Dewi, R., Iskandarsyah, I., & Octarina, D. (2014). Tablet effervescent ekstrak Belimbing Wuluh (*Averrhoa bilimbi* L.) dengan variasi kadar pemanis aspartam. *Pharmaceutical Sciences and Research*, 1(2), 6.
- Dwyer, J. T., & Coates, P. M. (2018). Why Americans need information on dietary supplements. *The Journal of Nutrition*, 148(suppl_2), 1401S-1405S.
- Grant, R. M. (2021). *Contemporary strategy analysis*. John Wiley & Sons.
- Helms, M. M., & Nixon, J. (2010). Exploring SWOT analysis—where are we now? A review of academic research from the last decade. *Journal of Strategy and Management*, 3(3), 215–251.
- Moeller, R. R. (2007). *COSO enterprise risk management: understanding the new integrated ERM framework*. John Wiley & Sons.
- Porter, M. E. (1985). Competitive advantage: creating and sustaining superior performance. 1985. *New York: FreePress*, 43, 214.
- Teece, D. J. (1996). Firm organization, industrial structure, and technological innovation. *Journal of Economic Behavior & Organization*, 31(2), 193–224.
- Townley, B. (1993). Foucault, power/knowledge, and its relevance for human resource management. *Academy of Management Review*, 18(3), 518–545.