

**PEOPLE WITH LEARNING DISABILITY IN INDONESIA AS THE TARGET MARKET:
A case study of Peach Market**

AN INTERNSHIP REPORT



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YOGYAKARTA
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Final Assignment : An Internship Report

Presented as Partial Fulfillment of the Requirements to Obtain the Bachelor Degree in
International Program of Management Department of Economics Faculty at Universitas
Islam Indonesia



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2020

DECLARATION OF AUTHENTICITY

Here in I declare the originality of the internship report; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, 15 August 2020

Maudy Sabrina



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A BACHELOR DEGREE INTERNSHIP REPORT**

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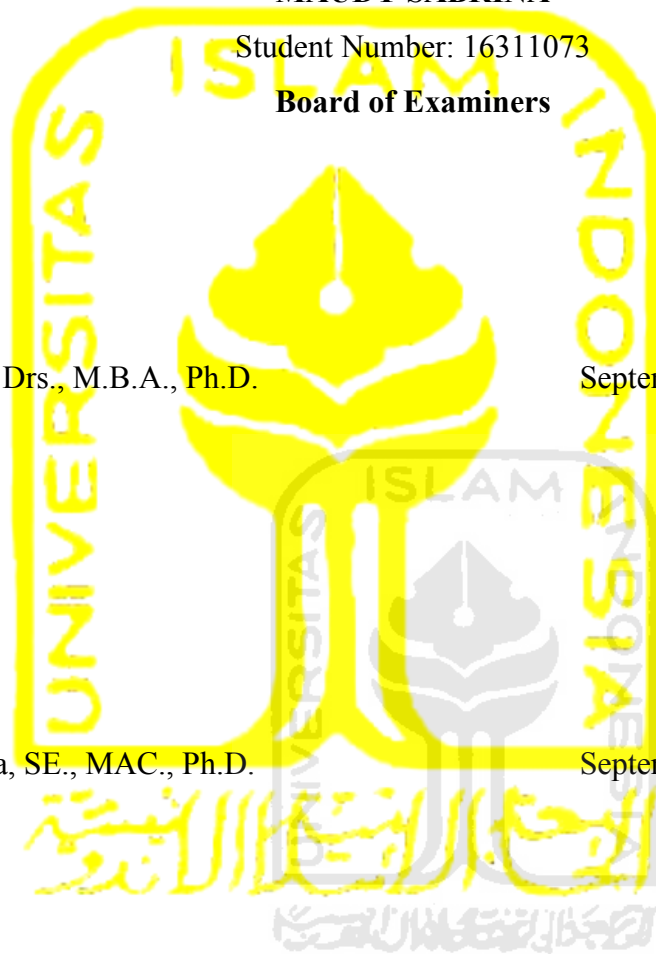
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**PEOPLE WITH LEARNING DISABILITY IN INDONESIA AS THE TARGET MARKET
A case study of Peach Market**

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ABSTRACT

This report discusses a case study: learning disability people in Indonesia as the target market of Peach Market. Peach Market is a non-profit organization that makes books and content with simpler sentences and words. PeachMarket makes content for people with learning difficulties to help them easily understand. The report consists of market segmenting and market targeting of people with learning disability in Indonesia for Peach Market Company. Market segmenting is a process of dividing the potential customers into some groups to make it easier for the company to choose the target market. Market segmentation includes 4 factors; demography, geography, psychography, and behavioral. Demography segmentation consists of age, gender, income, occupation, marital status, family size, race, religion, and nationality of the potential customers. Geography segmentation considers variables such as climate, natural resources, and population density of the potential customers. Psychography segmentation consists of personality traits, values, motives, interest and lifestyle of the potential customers. Behavioral segmentation considers the buying behaviours, in terms of shopping frequency and volume of purchase. After segmenting the potential customers, the next thing to do is targeting. Market targeting is choosing a group of potential customers whom the company wants to sell products and services, and direct its marketing effort.

Keywords: Segmentation, Targeting, Learning disability in Indonesia, Autism in Indonesia.

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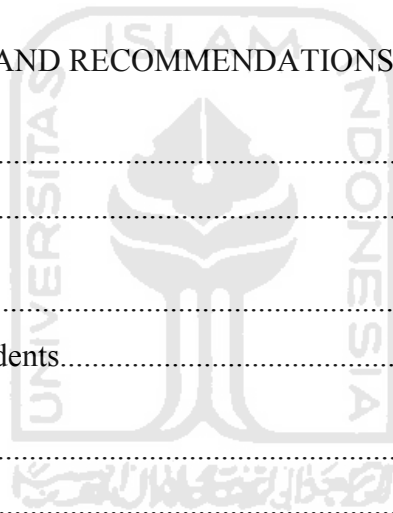
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CHAPTER 1

INTRODUCTION

1.1 Company Profile

1.1.1 Meaning of PeachMarket

In economics, there are two terms called 'lemon market' and 'peach market'. The lemon market is the term used for unequal information as the quality(taste) of lemon is hard to tell by the appearance. So, whoever knows better about a lemon gets a better lemon. However, peach is easy to tell which one is more delicious, and which one is ripe even if you don't have much information about the peach. So, the term Peach market as an economics term means a condition of perfect information that people in the market have equal information awareness. This is the reason that the corporation is named 'Peach Market'. Simply, The company named Peach Market because they work for information equality because the corporation helps people who have a hard time reading to read and understand easily.

Peach Market was established in 2015. In 2014, Mr. Ham (CEO of the PeachMarket) started to write a readable book/easy book with the people he knew. At that time, He did a lot of research and met a lot of people with learning disabilities to write his first easy-reading book. In 2015, he published his first easy-reading book from a famous book that had already been adapted (he made it easy for people with a learning disability) called 'what men live by' by Tol Stoy. and after that, he established the PeachMarket.

The real literacy rate in South Korea is ranked the least in OECD. In Korea, many people can 'read' the letters (so the literacy rate is very high) but there are many people who can't understand the meaning or comprehend the meaning of a sentence (this is about the real literacy rate). Some people have a hard time understanding, reading a book and need readable books and information. In the PeachMarket, this kind of people is called 'slow learners' (느린 학습자) because there are no terms in Korean for people with learning disabilities. It means a blind person who needs braille to read, people with learning disabilities need readable books.

PeachMarket is a non-profit organization that makes books and content with simpler sentences and words. PeachMarket makes content for people with learning difficulties to help them easily understand. PeachMarket operates programs that fit the individual learning level

and enhance the reading experience. Based on the services, Peachmarket has four main businesses - easy books, book club, educating mentoring, and peach library.

In the PeachMarket, they make readable books to improve the real literacy rate in South Korea and help people to communicate better because if people know as much information as others, it will be easier to talk about things. PeachMarket also makes the 'culture of reading' to spread. PeachMarket has a library called 'a loud library' where people can read aloud and express what they think. So the PeachMarket books are mainly for people with learning difficulties who need books and information. The company also creates easy essays and contents that everyone can easily understand whether they have learning disabilities or not. Until now, they try to enhance the educating experience of people with learning disabilities and to change social recognition with their books.

1.1.2 Four Main Businesses

The easy-reading book series is written in simpler sentences and consist of stories, sentences, and word guides that have been developed with full consideration of the main reader's literacy skills. To make understandable content to everyone, PeachMarket designs the books with a specific guide for word styles and size, display of margins and illustration. In addition, Peach Market also runs a 'Bookclub' group for people who want to read books and communicate with other people. It is more important to make a relationship with other friends than just taking classes in school, especially for teenagers. At the book club, students with learning disabilities and non-learning disabilities can read and discuss a book together, share what they know and how they feel about the stories and become friends with each other. The book club increases their satisfaction with school life. As a part of the mentoring program, PeachMarket educates young people to be mentors who help friends with learning disabilities. They also educate teachers in special education on how to use easy-reading books in their classes. Through the mentoring program, PeachMarket is trying to improve the social recognition of learning disabilities. To enhance the reading experience of people with learning disabilities, they continually hold campaigns for all the libraries and schools to have easy books. It will also increase library visits frequency of people with learning disabilities.

1.1.3 Vision and Mission of Peach Market

PeachMarket mission is the improvement of literacy proficiency and equality of information for people with learning disabilities. Given that approximately one million people have learning disability in South Korea, the company creates various formats of

content written in easy sentences. The term ‘people with learning difficulties’ means everyone who has difficulty in reading, including people with a developmental disability and borderline intellectual functioning (BIF).

The vision of PeachMarket in 3 years later is to help the one million people with learning disabilities in South Korea to read by reading the PeachMarket easy-reading books and to understand and get a lot of information. The vision of PeachMarket in 10 years is to become an international organization of education that makes readable content for people with learning disabilities from all over the world. Through these businesses, what PeachMarket is trying to achieve is improving literacy proficiency of learning disabilities, enhancing social skills of learning disabilities and spreading reading culture for learning difficulties and non-difficulties.

1.2 Study Background

There are four main programs conducted in PeachMarket. Those are easy-reading book, book club, education mentoring, and library. Easy-reading book program is one of the main programs run by Peach Market Company. In this program, they produce easy-to-read books for people with learning difficulty. The books are written with simple sentences to help those with learning difficulty understand the concept of the books. The books consist of stories, sentences, pictures, and word guides that have been developed with full consideration of the main reader's literacy skills. One of the easy-reading books that published by PeachMarket is “Re-book”. The second program is a book club. The book club helps the people to meet new people and to have discussion about a book. At the book club, students with learning disabilities and non-learning disabilities can read and discuss a book together, share what they know and how they feel about the stories and become friends with each other. The third program is education mentoring. This program is to educate young people to be mentors who help friends with learning disabilities. They also educate teachers in special education on how to use the easy-reading books in their classes. The fourth program is library. PeachMarket provides library to enhances people with learning difficulty to read more.

Market segmentation is the actual process of identifying segments of the market and the process of dividing a broad customer base into sub-groups of consumers consisting of existing and prospective customers. Market segmentation is a consumer-oriented process and can be applied to almost any type of market. In dividing or segmenting markets, researchers typically look for shared characteristics such as common needs, common interests, similar lifestyles or even similar demographic profiles. So, market segmentation assumes that

different segments require different marketing programs. After doing the segmentation, the marketer will find the possible target market by doing market targeting.

Once the market segmentation has been completed, the company should be aware of the needs and wants of its selected segments. It is in the interest of the business to identify any untapped needs in the marketplace, as there could be customers who may not be adequately served by competitors. It is then necessary to identify the most profitable segments and to decide which segments will be served. There are three market coverage alternatives, which can be applied; undifferentiated marketing; differentiated marketing and concentrated marketing.

So, this report will explain the segmentation and targeting that have been done by the writer for the company. This report identifies the potential segment and target market for PeachMarket. This report also explains the challenges encountered by the writer while doing the marketing research for the PeachMarket.

1.3 Problems Formulation

This research attempts to determine the people with learning disability in Indonesia as the target market of PeachMarket. The following are some of the specific issues that investigated in this research:

1. How is the company (Peach Market) to find its specific disability target market?
2. How to develop STP of Indonesian target market for Peach Market?
3. How to provide the market analysis for Indonesian market that suitable for disability book published?

1.4 Report Objectives

This research attempts to determine the people with learning disability in Indonesia as the target market of Peach Market. The following are some of the specific issues that investigated in this research:

1. Learning the company (Peach Market) to find its specific disability target market
2. Developing STP of Indonesian target market for Peach Market
3. Providing market analysis for Indonesian market that suitable for disability book published.

1.5 Benefits of Internship

1.5.1 Benefits for The Student

The internship helped the student to get real experiences in the workplace, to acquire more knowledge about marketing and procedures of a company. It also helped the student to improve her ability in the workplace by using the knowledge from the university as the basic theory to solve the problem of Peach Market.

1.5.2 Benefits for The University

The university gains information and knowledge about company management. The university also gets the contact of the company from the student that already did the internship in the company.

1.5.3 Benefits for The Company

The intern helped the company to acquire more knowledge about marketing theories. The company also get more information from the research done by the intern. In addition, The company has been assisted in finding out the information about the potential segment and target market.



CHAPTER 2

LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Segmentation

Market segmentation is a consumer-oriented process and can be applied to almost any type of market. In dividing or segmenting markets, researchers typically look for shared characteristics such as common needs, common interests, similar lifestyles, or even similar demographic profiles. So, market segmentation assumes that different segments require different marketing programs, as diverse customers are usually targeted through different offers, prices, promotions, distributions, or some combination of marketing variables (Camilleri, 2018).

Once the customer segments have been identified and profiled, the marketer must decide which segment to target. Diverse customers will have different expectations. For instance, there may be customers who will value a differentiated, high-quality service, while others may be more price-sensitive. Not all firms have the resources to serve all customers in an adequate manner. Trying to serve the entire market could be a recipe for disaster. The overall aim of segmentation is to identify high-yield segments. These are likely to be the most profitable groups of customers or may hold potential for growth. Hence, the most lucrative segments will usually become target markets (Camilleri, 2018).

By dividing the market into segments, marketing managers can acquire a better understanding of the needs and wants of customers. This enables them to customize or 'tailor' the company's marketing activities more accurately and responsibly to the individual customers' likings. Segmentation marketing supports businesses in meeting and exceeding their customers' requirements. It may also allow them to evaluate the competitors' strengths and weaknesses. This way, they could discover business opportunities in the market, which were not served well (Camilleri, 2018).

Market Segmentation includes (a) demographic, (b) geographic, (c) psychographic and (d) behavioral.

- a. Demographic segmentation involves dividing the market into groups that are identifiable in terms of physical and factual data. The demographic variables may include; age, gender, income, occupation, marital status, family size, race, religion, and nationality. These segmentation methods are a popular way of segmenting the

customer markets, as the demographic variables are relatively easy to measure (Camilleri, 2018).

- b. Geographic segmentation involves selecting potential markets according to where they are located. This segmentation approach may consider variables such as climate, terrain, natural resources, and population density, among other geographic variables. Markets can be divided into regions because one or more of these variables could differentiate customers from one region to the next (Camilleri, 2018).
- c. Psychographic segmentation could be used to segment markets according to personality traits, values, motives, interests, and lifestyles. A psychographic dimension can be used by itself to segment a market, or it can be combined with other segmentation variables. The psychographic variables are used when purchasing behaviors correlate with the personality or lifestyles of consumers. Diverse consumers may respond differently to the businesses' marketing efforts (Camilleri, 2018).
- d. Lastly, Behavioral segmentation is defined as the segmentation of the market according to individual purchase behaviors. Behavior-based segmentation is conspicuous with the benefits sought from the product, with the identification of specific buying behaviors, in terms of shopping frequency and volumes of purchase, et cetera (Camilleri, 2018).

2.1.2 Targeting

After dividing the market into some groups, it is important for the company to choose the potential market for which the company will offer products and services. A target market is a group of customers whom the company wants to sell their product and services as well as direct their marketing effort. Therefore, it is important for the company to identify its target market because without identifying the target market the company can waste a lot of money and time when doing marketing and selling (Kenton, 2019). The company can select the target market at several levels such as mass marketing, segmented marketing, niche marketing, and micro marketing levels (Kotler & Armstrong, 2014, 225).

a. Mass Market

The mass market is known as the undifferentiated market. It is a strategy in which the company offers the product and services without segmenting the whole market. So, the target market for the mass market is the whole market. This strategy is the opposite of segmented and niche marketing. (Spacey, 2017).

b. Segmented market

The segmented market is also known as a differentiated market. It is the strategy in which the whole market is segmented by the company into several groups of a target market. In addition, the company sells its products and services to several different target market (Kotler & Armstrong, 2014).

c. Niche market

The concentrated market is another name of a niche market. The niche market is one kind of market targeting plan. A company focuses on one particular segment that has potential customers. To get a strong market position, a company has to acquire knowledge about the customer, what customers need, and what they want. (Kotler & Armstrong 2014, 226.)

d. Micromarketing

Micromarketing is a process of market targeting plans that aim for a specific group of customers in a concentrated market. In the case of micromarketing, a company offers products and services to target customers directly. (Twin 2019.)



CHAPTER 3

METHODOLOGY

3.1 Types of Research

Leedy & Ormrod (2015) stated that the researcher makes the research methodology as the general approach in carrying out the research project; to some extent, this approach directs the specified tools the researcher chooses. According to Astalin (2013), qualitative research has drawn up under a combination of observations, interviews, and document reviews.

Therefore, this study case uses a qualitative research method to describe the results from the writer's achievement into the internship report program in Peach Market Company. The study case consists of the problems faced by the company and the writer helps the company to solve them with the theories learned in university mixed with the culture of the company. The results provide recommendations and information needed by the company.

3.2 Data Source

The data gained by the author are divided into two sources:

a. Primary Data

Primary data is the data originates from the researchers with the specific purpose of using problems in the study. According to Malhotra (2010), primary data is the data originated from the author for the specific purpose of addressing the research problem. In this study, the primary data obtained from the interviews and discussions with a number of employees of Peach Market regarding the job description given to the author and the problems of the company.

b. Secondary Data

According to Malhotra (2010), secondary data is the data collected for some purposes other than the problem at hand. Secondary data obtained through a collection of literature studies derived from books and research journals for the purpose of supporting the validity and correctness of the primary data. Secondary data usually serves as a reference because it originates from sites that provide information relating to the research study.

3.3 Research Design

As a research design, this research is the case study research design. A case study claims to recommend a wealth of data that is not normally offered by different techniques. With numerous factors, the contextual analyses can be recognized as a complex set of conditions that produce a particular demonstration. It is a profoundly multipurpose research method. It can utilize all techniques for information and all methods of data collection from testing to interviewing. The most simple method is an illustrative portrayal of a solitary occasion or event. The more complex is the analysis of a social situation over a period of time. The most complex one method is the extended case study which follows occasions including similar entertainers over some stretch of time empowering the examination to reflect changes and modifications (Astalin, 2013).

Case study research is used to describe an entity that forms a single unit such as a person, an organization, or an institution. Some research studies describe a series of cases. This research is to describe the problem faced by an organization, which is information about learning disabilities in Indonesia. Therefore, the researcher conducted a survey and fact-finding investigation to get the information needed by the organization.

3.4 Data Collection Method

In performing qualitative research, an interview is a set of techniques for collecting data from individuals and/or groups through structured, semi-structured, or unstructured questioning formats. Typically, semi- or unstructured, open-ended, informal interviewing is preferred to allow for more flexibility and responsiveness to the topic to come up for both the interviewer and respondent.

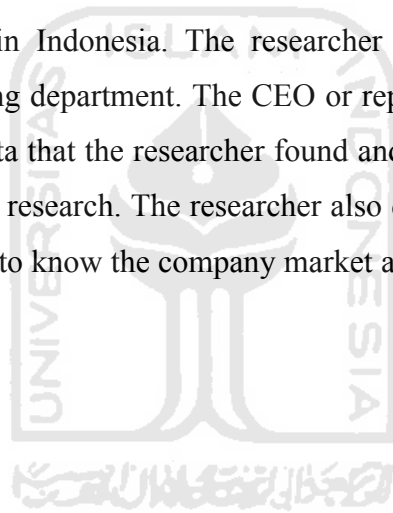
Therefore, the data is collected using interviews as tools of the survey. In the survey method research, participants answer questions administered through interviews. After the participants answer the questions, the researcher describes the responses given. In order that the survey can be both reliable and valid, it is important that the questions are constructed properly.

3.5 Time and Place of Internship

The internship was carried out at Peach Market precisely located in Gangnam-gu, Seoul, Republic of Korea. The period time of the internship was a month, starting from February 10th, 2020 until 3rd March 2020. The work hours for the internship started from 9 am-6 pm Korea time. Due to the bad condition of the country (caused by the Corona Virus), the author ended the internship earlier.

3.6 Unit of Analysis

The Peach Market has been interested to expand their business to other country and Indonesia becomes one of their target markets. The company think that they can get more information because the researcher is from Indonesia. Therefore, the researcher was assigned to work as the marketing researcher to find all of the information that the company needed to know about their target market in Indonesia. The researcher worked alone because the company does not have a marketing department. The CEO or representative of the company did have a discussion about the data that the researcher found and they guided the researcher when the researcher conducted the research. The researcher also did some interview with the CEO and the number of employee to know the company market and to understand the market that they need.



CHAPTER 4

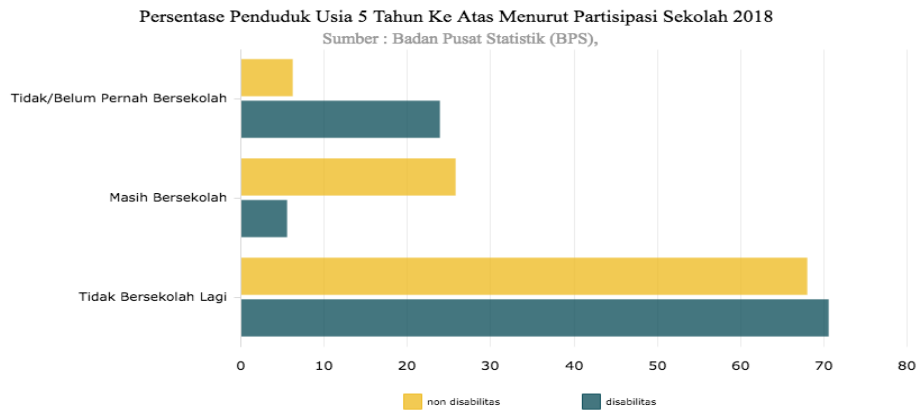
ANALYSIS OF PROGRAM IMPLEMENTATION

4.1 Learning Disability in Indonesia

The latest data from The Central Bureau of Statistics in 2017 revealed the **total of special needs children** is as much as 1.6 million people. 70% of them were not getting a proper education and it means that almost 1 million disabled people did not get any education. Of the 30% of disability people, only 18% of them were getting the inclusion education. There were 115.000 people going to extraordinary schools and 299.000 people going to regular schools that have been chosen by the government for disability people.

Here is the data of **the total people with disabilities** in Indonesia based on Susenas (survei Sosial Ekonomi Nasional/ National Social Economy survey) 2018.

1. Aged 2 - 6 years old = 33,320,357 people
People with medium disabilities = 1,150,173 people
People with heavy disabilities = 309,784 people
2. Aged 7 - 18 years old = 55,708,205 people
People with medium disabilities = 1,327,688 people
People with heavy disabilities = 433,297 people
3. Aged 19 - 59 years old = 150,704,645 people
People with medium disabilities = 15,834,339 people
People with heavy disabilities = 2,627,531 people
4. Aged > 60 years old = 24,493,684 people
People with medium disabilities = 12,073,572 people
People with heavy disabilities = 3,381,134 people



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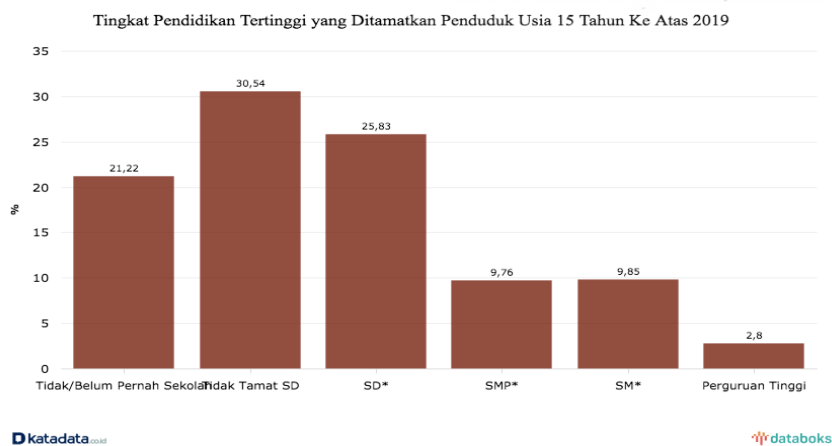
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Table 1. The percentage of school participation of special needs children above 5 years old

The chart shows **the number of school participation of special needs children** above 5 years old based on the Central Bureau of Statistics in 2018.

- Not/ Never go to school = 23.91%
- Still going to school = 5.48%
- Left school/ not going to school anymore = 70.62%

The higher the age group of the disabilities, the lower the school participation rate. The highest rate for the school participation rate is from age 7-12 years old and it was 91.12%. The lowest rate for the school participation rate is from age 19-24 years old and it was 12.96%.



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Table 2. The level of education for people with disabilities above 15 years old

The chart shows **the level of education for people with disabilities** above 15 years old in 2019.

- Not/ Never go to school = 21.22%
- Did not finish elementary school = 30.54
- Elementary school = 25.83%
- Junior High School (JHS) = 9.76%
- Senior High School (SHS) = 9.85%
- University = 2.8%

The low number of learning disabilities who received education was caused by various factors. Some of the factors were the lack of adequate school infrastructure, the lack of teaching staff that can teach the disability students, and others.

Riyani T Bondan, Chair of the Indonesian Dyslexia Association, revealed, in the world, 10 to 15 percent of school children has dyslexia. With the number of school children in Indonesia around 50 million, an estimated 5 million of them suffer from dyslexia. While Dr. Kristiantini Dewi SpA (a child specialist who studied dyslexia) said the total of dyslexia could be around 10% to 20% in every population. She gave an example if there is 30 kids in the class then 3 to 6 people must be dyslexia but the levels can be mild or severe. Based on auticare.id (2019), it was predicted that the total of people with autism were 2.4 million people with an expected increase of 500 people every year.

The difficulties that faced by the government are the human resource for teaching the disability students and the varieties of disability in every place, as they are spread in all over Indonesia. The disability can be diverse in every city/ region and it urges the government to ensure all of them getting the right education.

Penyandang Disabilitas 2018

Provinsi	Disabilitas Berat 2012 (Kemensos)	Penyandang Disabilitas 2018 (Rikesdas 2018)
Aceh	104.625	18.027
Sumatera Utara	118.648	49.730
Sumatera Barat	89.789	18.545
Riau	47.692	23.306
Jambi	33.986	12.369
Sumatera Selatan	56.806	29.036
Bengkulu	103.343	6.808
Lampung	89.293	28.996
Bangka Belitung	107.709	5.044
Kepulauan Riau	126.142	7.285
DKI Jakarta	78.356	36.245
Jawa Barat	413.701	168.903
Jawa Tengah	495.028	121.465
DI Yogyakarta	57.242	13.410
Jawa Timur	541.548	139.534
Banten	90.358	43.576
Bali	55.081	15.081
Nusa Tenggara Barat	59.591	17.291
Nusa Tenggara Timur	86.229	18.322
Kalimantan Barat	71.850	17.238
Kalimantan Tengah	90.236	9.154
Kalimantan Selatan	53.570	14.445
Kalimantan Timur	89.412	12.532
Kalimantan Utara	-	2.417
Sulawesi Utara	74.005	8.684
Sulawesi Tengah	90.822	10.384
Sulawesi Selatan	106.984	30.424
Sulawesi Tenggara	116.129	9.053
Gorontalo	120.224	4.093
Sulawesi Barat	12.533	4.630
Maluku	81.481	6.076
Maluku Utara	100.117	4.220
Papua Barat	2.762	3.166
Papua	145.212	11.434
Total	3.910.504	920.923

Table 3. The number of people with disabilities in 2018

The chart shows **the number of disabled people in every province**. The red color (left) shows people that have a severe disability and the yellow (right) shows people that have a medium disability. The varieties of disabled people consist of vision, hearing, fine motor, gross motor, speaking, intellectual, specific learning difficulties, attention or difficulties, and emotions.

After getting all of the data on disability in Indonesia, the company chooses autism in Indonesia as its target market. Therefore, the company needed to find more information about autism in Indonesia and the company asked the writer to find all the information related to autism in Indonesia.

4.2 Autism in Indonesia

The population of autism in the world is always increasing every year. Until now, there is no exact amount of the autism population. This is related to the unavailability of a good system for diagnosis and data collection of individuals with autism from the government and the lack of knowledge & understanding of ordinary people about ASD. Although there is no exact amount of people with autism in Indonesia, the government has published the predicted amount of people with autism in Indonesia.

In 2015, it was recorded that 1 per 250 kids had ASD in Indonesia and more or less there were around 12.800 kids with ASD and 134.000 people with ASD.

In 2018 Deputy Assistant for Children with Special Needs Ministry of Women's Empowerment and Child Protection (PPPA Ministry), Indra Gunawan said: "the calculation of the number of people with autism refers to the incidence and prevalence of autism, namely two new cases per 1,000 population per year and 10 cases per 1,000 population". He explained, the population of Indonesia was 237.5 million with a growth rate of 1.14 percent, referring to the data from the Central Statistics Agency in 2010. Therefore, people with autism in Indonesia are predicted to have 2.4 million people with an additional 500 people per year.

Currently, the global incidence of autism is increasing. The report of the Center for Disease Control and Prevention declared that the prevalence of autism increased from 1 per 150 population in 2000 to 1 per 59 in 2014. In 2019, the number of people with autism in Indonesia was estimated to reach 4 million people. They are often referred to as Autism Spectrum Disorder (ASD). The highest deployment is in areas with a high population density ratio, for example, West Java with cases estimated at 25 thousand people.

Currently, there has been a lot of information about handling autism in Indonesia such as the opening of various therapy centers, establishment of various foundations that care about children with autism, and also seminars either from domestic or abroad that discuss the issue of autism. Handling autism that was once considered impossible, it can eventually be applied to children from an early age, although not many parties can do it. Most of the autistic children in the small cities were taken to Jakarta (capital city) because of the lack of treatment in their regions.

4.3 Extraordinary Schools in Indonesia

Based on the Ministry of Education & Culture in 2016/2017, there are 2.070 extraordinary schools in Indonesia. 545 of the extraordinary schools are public school and the rest 1,525 are private school. For elementary schools, there are 121 public schools and 133 private schools. For junior high schools, there are 20 public schools and 96 private schools. For SM (senior secondary schools), there are 13 public schools and 61 private schools. The rest are 391 public schools and 1.235 private schools.



No.	Provinsi Province	Sekolah Schools	Siswa Baru New Entrants	Siswa Pupils	Mengulang Repeaters	Putus Sekolah Drop-Outs
1	DKI Jakarta	79	922	4.148	51	-
2	Jawa Barat	329	3.825	16.694	466	47
3	Banten	80	893	4.028	36	-
4	Jawa Tengah	133	1.922	8.548	222	7
5	DI Yogyakarta	67	765	3.611	92	4
6	Jawa Timur	368	3.373	13.179	384	16
7	Aceh	37	335	1.301	7	-
8	Sumatera Utara	23	564	1.589	130	1
9	Sumatera Barat	106	1.029	4.434	246	7
10	Riau	27	313	1.231	29	-
11	Kepulauan Riau	8	133	616	8	-
12	Jambi	3	96	432	-	-
13	Sumatera Selatan	17	267	960	37	-
14	Bangka Belitung	2	35	131	8	-
15	Bengkulu	3	59	265	14	-
16	Lampung	13	189	892	23	-
17	Kalimantan Barat	6	115	533	27	-
18	Kalimantan Tengah	3	17	94	-	1
19	Kalimantan Selatan	22	177	652	22	3
20	Kalimantan Timur	20	176	861	4	-
21	Kalimantan Utara	-	-	-	-	-
22	Sulawesi Utara	17	256	881	68	1
23	Gorontalo	-	-	-	-	-
24	Sulawesi Tengah	6	77	336	-	1
25	Sulawesi Selatan	56	642	3.016	106	6
26	Sulawesi Barat	12	97	518	42	-
27	Sulawesi Tenggara	41	314	1.867	95	-
28	Maluku	5	31	235	-	-
29	Maluku Utara	4	38	153	2	-
30	Bali	3	39	173	-	-
31	Nusa Tenggara Barat	23	376	1.724	102	1
32	Nusa Tenggara Timur	7	113	570	41	-
33	Papua	4	25	133	17	-
34	Papua Barat	1	4	40	-	-
	Indonesia	1.525	17.217	73.845	2.279	95

Table 4. The overview of private extraordinary school in 2016/2017

The table above shows **the overview of private extraordinary school by provinces in 2016/2017**. It shows the total of schools, new entrances, pupils (students in the school), repeaters, and drop out students. The total of new entrants are 17.217 students, the total of pupils are 73.845 students, the total of repeaters are 2.279 students and the total of dropout are 95 students.

No.	Provinsi Province	Lulusan Graduates	KS & Guru HM & Teachers	Tenaga Kependidikan	Rombel Classes	Ruang Kelas Classrooms
1	DKI Jakarta	203	852	39	906	969
2	Jawa Barat	114	3.415	95	5.177	2.361
3	Banten	92	819	16	1.252	611
4	Jawa Tengah	212	1.735	79	1.880	1.680
5	DI Yogyakarta	28	963	70	1.092	835
6	Jawa Timur	865	2.728	51	3.381	2.255
7	Aceh	113	352	24	336	206
8	Sumatera Utara	45	223	6	254	215
9	Sumatera Barat	93	891	22	1.085	710
10	Riau	16	227	7	296	200
11	Kepulauan Riau	43	120	8	125	110
12	Jambi	-	88	16	89	64
13	Sumatera Selatan	17	218	9	192	163
14	Bangka Belitung	1	16	1	18	21
15	Bengkulu	6	56	1	55	43
16	Lampung	61	205	13	207	165
17	Kalimantan Barat	7	78	6	79	72
18	Kalimantan Tengah	2	24	-	26	24
19	Kalimantan Selatan	83	212	6	201	165
20	Kalimantan Timur	3	160	9	218	153
21	Kalimantan Utara	-	-	-	-	-
22	Sulawesi Utara	5	184	2	209	187
23	Gorontalo	-	-	-	-	-
24	Sulawesi Tengah	-	55	-	88	26
25	Sulawesi Selatan	47	595	29	755	452
26	Sulawesi Barat	7	88	28	130	49
27	Sulawesi Tenggara	168	358	2	454	199
28	Maluku	-	37	-	63	25
29	Maluku Utara	27	45	2	40	42
30	Bali	7	36	1	30	31
31	Nusa Tenggara Barat	28	348	27	387	250
32	Nusa Tenggara Timur	49	97	3	95	69
33	Papua	12	21	2	42	24
34	Papua Barat	10	8	-	16	8
Indonesia		2.364	15.254	574	19.178	12.384

Table 5. The continued overview of private extraordinary schools in 2016/2017

The table above is **the continued private extraordinary schools**. The table shows the graduates, HM & teachers, education staff, classes (study group), and classrooms. The amount of graduates are 2,364, the amount of HM & teachers are 15,254, the amount of education staffs are 574, the amount of classes are 19,178, and the amount of classrooms are 12,384.

No.	Provinsi Province	Sekolah Schools	Siswa Baru New Entrants	Siswa Pupils	Mengulang Repeaters	Putus Sekolah Drop-Outs
1	DKI Jakarta	8	391	1.462	2	-
2	Jawa Barat	38	869	4.348	34	2
3	Banten	7	158	737	-	-
4	Jawa Tengah	41	1.658	6.940	191	-
5	DI Yogyakarta	9	320	1.282	45	-
6	Jawa Timur	69	966	4.237	231	1
					-	-
7	Aceh	22	304	1.436	91	-
8	Sumatera Utara	25	659	2.623	410	7
9	Sumatera Barat	29	309	1.729	21	4
10	Riau	14	263	1.423	24	-
11	Kepulauan Riau	5	115	494	-	2
12	Jambi	13	234	1.062	37	2
13	Sumatera Selatan	13	367	1.311	12	-
14	Bangka Belitung	7	167	725	10	-
15	Bengkulu	12	238	956	83	4
16	Lampung	9	175	728	15	-
					-	-
17	Kalimantan Barat	13	130	633	6	-
18	Kalimantan Tengah	19	211	909	10	-
19	Kalimantan Selatan	17	309	1.465	62	-
20	Kalimantan Timur	9	288	1.127	45	-
21	Kalimantan Utara	4	84	341	-	-
					-	-
22	Sulawesi Utara	6	46	230	-	-
23	Gorontalo	8	153	893	20	14
24	Sulawesi Tengah	16	235	940	35	-
25	Sulawesi Selatan	23	376	1.704	51	-
26	Sulawesi Barat	10	92	533	28	-
27	Sulawesi Tenggara	14	130	615	56	1
					-	-
28	Maluku	8	145	605	194	-
29	Maluku Utara	12	127	703	24	-
30	Bali	13	375	1.655	4	-
31	Nusa Tenggara Barat	13	290	1.110	85	-
32	Nusa Tenggara Timur	27	481	1.859	58	-
33	Papua	8	75	445	5	-
34	Papua Barat	4	34	139	10	1
	Indonesia	545	10.774	47.399	1.899	38

Table 6. The overview of the public extraordinary school in 2016/2017

The table shows **the overview of the Public extraordinary schools by provinces in 2016/2017**. It shows the amount of schools, new entrants, pupils, repeaters, and dropouts. The amount of public schools are 545, the amount of new entrants are 10,774, the amount of pupils/students are 47,399, the amount of repeaters are 1,899, and the dropouts are 38.

No.	Provinsi Province	Lulusan Graduates	KS & Guru HM & Teachers	Tenaga Kependidikan	Rombel Classes	Ruang Kelas Classrooms
1	DKI Jakarta	18	285	8	290	295
2	Jawa Barat	20	878	220	1.135	629
3	Banten	4	187	27	233	101
4	Jawa Tengah	266	1.107	107	1.164	905
5	DI Yogyakarta	5	325	102	326	359
6	Jawa Timur	396	873	80	953	623
		-				
7	Aceh	118	332	32	341	217
8	Sumatera Utara	91	408	26	442	292
9	Sumatera Barat	80	393	28	431	297
10	Riau	6	248	16	277	186
11	Kepulauan Riau	5	68	6	95	45
12	Jambi	51	216	22	246	151
13	Sumatera Selatan	7	230	26	272	182
14	Bangka Belitung	2	130	14	208	116
15	Bengkulu	9	180	14	218	153
16	Lampung	16	149	4	158	137
		-				
17	Kalimantan Barat	22	121	6	164	114
18	Kalimantan Tengah	53	200	21	258	149
19	Kalimantan Selatan	83	325	15	343	296
20	Kalimantan Timur	3	186	22	219	171
21	Kalimantan Utara	7	45	8	72	43
		-				
22	Sulawesi Utara	2	45	1	64	55
23	Gorontalo	18	201	13	285	106
24	Sulawesi Tengah	22	180	35	251	194
25	Sulawesi Selatan	49	523	33	556	399
26	Sulawesi Barat	1	127	32	140	65
27	Sulawesi Tenggara	21	128	9	143	89
		-				
28	Maluku	-	108	8	109	42
29	Maluku Utara	33	180	19	151	141
30	Bali	1	324	29	360	203
31	Nusa Tenggara Barat	17	218	40	298	193
32	Nusa Tenggara Timur	139	390	54	422	304
33	Papua	13	77	10	90	80
34	Papua Barat	14	16	-	36	11
		-				
	Indonesia	1.592	9.403	1.087	10.750	7.343

Table 7. The continued of the overview of the public extraordinary school in 2016/2017

Table 7 displays **the continued public extraordinary schools**. It shows the amount of graduates, HM & teachers, education staff, classes, and classrooms. The amount of graduates are 1,592, the amount of HM & teachers are 9,403, the amount of education staffs are 1,087, the amount of classes are 10,750, and the amount of classrooms are 7,343.

It can be concluded that:

1. The total of **extraordinary schools** are 2.070.
2. The total of **new entrants** are 27.991.
3. The total of **pupils/students** are 121.244.
4. The total of **repeaters** are 4.178.
5. The total of **dropouts** are 133.
6. The total of **graduates** are 3.956.
7. The total of **HM (headmaster) & teachers** are 24.657.

8. The total of **education staff/ non-teaching staff** are 1.661.
9. The total of **classes** are 29.928.
10. The total of **classrooms** are 19.727.

4.4 Segmenting & Targeting of target market

Segmentation is a strategy of dividing the target market into several groups. Segmentation helps the company to specifically choose the target market and to do the marketing efforts to the target market. In this case, the writer was asked by the company to find information about the learning disability in Indonesia. It shows in chapter 4.1 that the total of special needs children is 1.6 million people. 70% of them did not get a proper education and it means that almost 1 million disabled people did not get any education. Of the 30% of disabled people, only 18% of them got the inclusion education. There were 115,000 people going to extraordinary schools and 299,000 to regular schools that had been chosen by the government. Therefore, there are still a lot of people with a disability that do not have a proper education.

After getting the information, the company chooses a specific disability, which is autism. The writer was asked by the company to find all information about the autism in Indonesia. The information shows that people with autism in Indonesia are predicted to have 2.4 million people with an additional 500 people per year. Based on the demography, Jakarta has been one of the cities with abundant number of autistic people due to the migration of autistic people whose regions provide less treatment. In 2019, the number of people with autism in Indonesia was estimated to reach 4 million people, comprising those who are still going to school, graduated, and not go to school. Therefore, the company asked the researcher to find information about autism in Indonesia that still going to school, graduated, and not go to school.

The researcher found that based on the Ministry of Education & Culture in 2016/2017, there are 2.070 extraordinary schools in Indonesia. The information also describes the number of new entrants, student, repeaters, people who dropped out, and the graduates. The information helps the company to the number of autistic people in Indonesia and know the number of people in every city.

After doing the segmentation and getting the information, the company decided its target market. Choosing the target market or targeting is a process of choosing a group of people in which the company will do the marketing efforts and do the selling process. Targeting helps the company to reach its potential customer easily and effectively. That is why the company needs to do the targeting. After discussing the potential target market, the target market that chosen by the peach market company is the autistic students in extraordinary schools in Indonesia.



CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The Peach market is a non-profit organization that makes books and content with simpler sentences and words. It makes contents for people with learning difficulties to help them easily understand things as they are the target market. Peach Market operates programs that fit the individual learning level and enhance the reading experience. It has four main businesses- easy books, book clubs, educating mentoring, and peach library. The company planned to expand its business to other countries, one of which is Indonesia as they were interested in learning disabilities in this country. They thought that they could obtain more information on the topic as the researcher is from Indonesia.

The researcher has found a lot of information about the learning disability in Indonesia and done some segmentation & targeting. Segmentation divides the potential target market into several groups to make the company easier to choose the target market or do the targeting. First, the researcher found information about the population of disabled people and the learning disabled people in Indonesia. After the discussion, the company chose a specific group of disabilities, which is autism in Indonesia. In 2019, the number of people with autism in Indonesia was estimated to reach 4 million people. From the education aspect, the company obtained the information that there are 2.070 extraordinary schools in Indonesia and there are 121.244 students in such school, which among them 27.991 are the new entrants.

Targeting is choosing a specific group of potential customers to be the target market of the company. After conducting the segmentation and some information have been obtained, the company had a discussion with the researcher. The company finally chose the students in Indonesia's extraordinary schools to be the target market of The Peach Market.

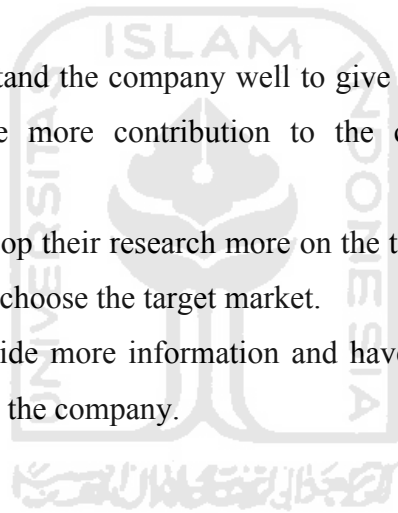
5.2 Recommendations

5.2.1 For Companies

1. Companies must consider the importance of marketing roles in the organization, such as controlling and managing social media and company web to stay connected with customers as well as attract new customers.
2. Companies must consider building marketing department in the future to help them grow and expand business to other countries.
3. Companies can maximize the use of marketing strategy, such as having a promotion, events, etc to gain the attention of potential customers and to attract new customers.

5.2.2 For Future Interns and Future Studies

1. Future interns must understand the company well to give the best marketing solution to the company and give more contribution to the company while doing the internship.
2. Future studies should develop their research more on the target market and give more options for the company to choose the target market.
3. Future studies should provide more information and have more discussion with the company to give the best to the company.



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APPENDICES

Appendices 1: Letter of Acceptance

KOREA GAPYEAR



23rd January 2020

Dear Maudy Sabrina,


I am pleased to inform you that you have been admitted to the JOB TRAINING EDUCATION PROGRAM in KOREA GAPYEAR to pursue your studies, experiences and adventures starting in 10th February 2020 for 8 weeks.

You will be part of a group of applicants who bring with them not only impressive experiences and excellent previous training, but also commitment and dedication to a common goal. We commend you on your fine character and will to join us in our pursuit. At KOREA GAPYEAR, we invite you to study about, learn, understand and act upon the main contradictions in the world today, and investigate and take a stand to how you can act for the good of many with social enterprise or NGO.

Through practical action, you gain an understanding of and a deep respect for other people, and you come to take a stand against narrow-mindedness, inequality and poverty.

Looking forward to having you.

Sincerely Yours,

HAEDUN JU
Program Director 

2F, 11-49, Hangang-daero 80-gil, Yongsan-gu,
Seoul, Republic of Korea (04352)
+82-2-318-2553

help@koreagapyear.com
www.koreagapyear.com

Letter of Invitation

Dear Sir /Madame,

We write on behalf of Ms. MAUDY SABRINA, 22 JUN 1998, INDONESIA, C6064641 who is currently admitted to the applicant by KOREA GAPYEAR. We would like to invite Ms. MAUDY SABRINA to attend a JOB TRAINING EDUCATION PROGRAM at Peach Market, 2F, 39, Nonhyeon-ro 168-gil, Gangnam-gu, Seoul, Republic of Korea. This program is to educate NGO and Social enterprise and job training education and will take place on 10th February 2020 for 8 weeks. We would therefore be grateful if you could grant Ms. MAUDY SABRINA the relevant visa to allow her to attend this meeting.

Should have any queries or require more information please contact Ms. HAEDUN JU (Tel. 82 2 318 2553, olive@koreagapyear.com).

Yours sincerely,



KOREA GAPYEAR, Social Enterprise

2F, 11-49, Hangang-daero 80-gil, Yongsan-gu, Seoul, Republic of Korea

82-2-318-2553

HAEDUN JU
Olivia Haedun Ju
27/1/20

Appendices 2: Letter of Internship confirmation



Internship Confirmation

Name	Maudy Sabrina
Email Address	maudysabrina22@yahoo.com
Dates of Internship	2020년 2월 10일부터 4월 3일까지 (8주) 10/02/2020 - 03/04/2020 (8 weeks) * Orientation Date : 10/02/2020 * Job Training : 11/02/2020 - 03/04/2020
Company of Institution	피치마켓 (Peach Market)
Address	서울 강남구 논현로 168길 39, 2층 2F, 39, Nonhycon-ro 168-gil, Gangnam-gu, Seoul, Republic of Korea (06024)
Contact Person	조자홍 (Jahong Jo)
Phone/Email	+82-2-3789-0419 jjh@peachmarket.kr
Areas of Responsibility	Main Responsibility - Research and Marketing - Development for Education Content - Promotion and Plan for Marketing Strategy. (Target for International Students and residents in South Korea) - Research for Demand of Books and Easy Reading - Plan and Manage for Group for International Students - Writing Proposal and Database for abroad marketing
Hours	8 hours Daily (09:00-18:00) *12:30 to 13:30 Lunch Time

<p>Details</p>	<p> ■ 피치마켓 소개 피치마켓은 읽기 쉬운 콘텐츠를 만드는 비영리법인입니다. 권학습자(경제선 지능-글 읽기에 어려움이 있는 사람 등)들이 겪고 있는 비장애인과 정보 격차를 해소하기 위해 글을 디자인 해서 콘텐츠를 만들고, 독서교육을 합니다. </p> <p> ■ 출판 도서 1. 느린학습자가 읽기 쉬운 도서 총 40종의 문학, 비문학 도서를 출판했습니다. 피치마켓의 도서는 쉬운 이해를 위해 내용을 해치지 않는 선에서 이야기를 재구성하고 문단 및 문장의 형태, 글자체, 글자의 크기 및 자간 심지어 쪽 번호 크기까지 사소한 모든 부분에서 인지능력과 함께 생활연령에 따른 관심사, 자 존감까지 고려하였습니다. 디자인, 삽화, 요약만화 등의 흥미 요소도 검토하였습니다. -피치마켓 홈페이지 도서목록 www.peachmarket.kr 도서목록 </p> <p> 2. 독서학습 교재 리:북(리더북:북) 느린학습자의 쉬운 이해를 위해 지식, 소통, 뉴스 코너로 구성됩니다. 경보를 해치지 않는 선에 재구성하여 매월 출간합니다. -피치마켓 리북 홈페이지 rebookudl.com </p> <p> PEACHMARKET is a non-profit organization making books and contents with simpler sentences and words. The name 'Peach market' as economics term means a condition of perfect information that people in the market have equal information awareness. Thanks to the development of technology, nowadays more and more people can enjoy equality of information. </p>
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Pring Oric Handu

Appendices 3: Daily Activity Report

Daily Activity Report			
No	Date	Activity	Sign
1.	Tuesday, February 11 th 2020	<ul style="list-style-type: none"> • Did research about the population of people who cannot read in Indonesia • Concluded & Translated it from Bahasa to English • Gave the research & had discussion 	함리영
2.	Wednesday, February 12 th 2020	<ul style="list-style-type: none"> • Learnt about Learning Difficulties/ Learning Disability • Did research about the population of learning disability in Indonesia • Concluded & Translated it from Bahasa Indonesia to English 	함리영
3.	Thursday, February 13 th 2020	<ul style="list-style-type: none"> • Continued the research of learning disability in Indonesia • Added more info & translated it 	함리영
4.	Friday, February 14 th 2020	<ul style="list-style-type: none"> • Gave the Research and had discussion • Did research about extraordinary school in Indonesia • Did research how many people that going to extraordinary school in Indonesia 	함리영

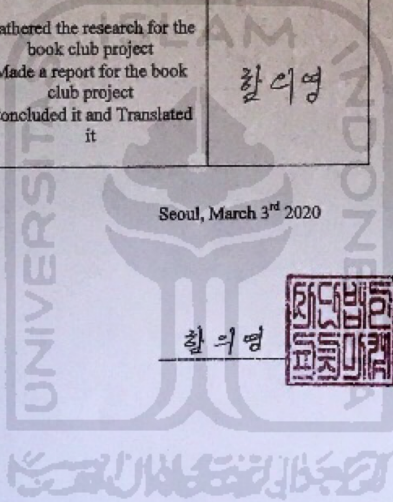
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5.	Monday, February 17 th 2020	<ul style="list-style-type: none"> Continued the research on how many people that going to extraordinary school in Indonesia Did research about how many people that graduated from the extraordinary school 	합의영
6.	Tuesday, February 18 th 2020	<ul style="list-style-type: none"> Gave the research and had discussion Did research about autism in Indonesia (population, education, etc) 	합의영
7.	Wednesday, February 19 th 2020	<ul style="list-style-type: none"> Learned and read more about autism in Indonesia Continued the research about autism in Indonesia 	합의영
8.	Thursday, February 20 th 2020	<ul style="list-style-type: none"> Did research about the population of foreigners in South Korea Concluded it and translated it 	합의영
9.	Friday, February 21 st 2020	<ul style="list-style-type: none"> Did research about foreigners communities in South Korea Concluded it and translated it 	합의영
10.	Monday, February 24 th 2020	<ul style="list-style-type: none"> Did research to contact the foreigners in South Korea Concluded it and translated it 	합의영
11.	Tuesday, February 25 th 2020	<ul style="list-style-type: none"> Learned and read more about the foreigners in South Korea (especially in Seoul) Found popular places that visited by foreigners Concluded and translated 	합의영

12.	Wednesday, February 26 th 2020	<ul style="list-style-type: none"> • Gave the report and had discussion • Did research and analyzed about the foreigner gathering 	함의명
13.	Thursday, February 27 th 2020	<ul style="list-style-type: none"> • Did research and analyzed about the activity of foreign gathering • Concluded it and translated it 	함의명
14.	Friday, February 28 th 2020	<ul style="list-style-type: none"> • Gave the report and had discussion • Did research about book club for the book club project 	함의명
15.	Monday, March 2 nd 2020	<ul style="list-style-type: none"> • Did research about the target (foreigner in Seoul) for the book club project • Planned the book club project (5W + 1H) 	함의명
16.	Tuesday, March 3 rd 2020	<ul style="list-style-type: none"> • Gathered the research for the book club project • Made a report for the book club project • Concluded it and Translated it 	함의명

Seoul, March 3rd 2020

함의명



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Appendices 4: Certificate of Internship from the Company

피치마켓 PEACHMARKET

Certificate of Internship

1. Name: Maudy Sabrina
2. Birth date: 22 June 1998
3. Intern period: 1 Feb 2020 - 3 Mar 2020

We present this certificate to Maudy Sabrina in appreciation for your successful work as an intern at PEACHMARKET.

Work	Content
Research	Did research about: <ul style="list-style-type: none">- illiterate rate in Indonesia- learning disability- extraordinary school student- autism in Indonesia- Foreigner in South Korea- The activity of Foreigner Gathering
Planning Project	- Make a planning project for foreigner book club.

2020.03.03

PEACHMARKET



www.peachmarket.kr

2F,39, Nonhyeon-ro 168-gil, Gangnam-gu,

Seoul, Republic of Korea

C.E.O Eul-young Ham

Appendices 5: Documentation pictures with CEO & Staff of Peach Market



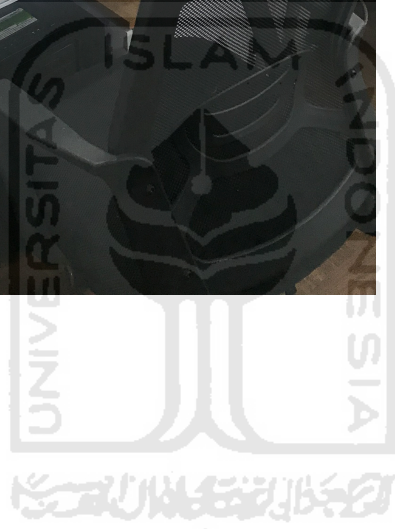


Handovering the internship certificate from the CEO of Peach Market

Appendices 6: Workplace of Peach Market









SURAT KETERANGAN HASIL TES KEMIRIPAN

No. : 492/Ka.Div/10/Div.PP/VIII/2020

Bismillaahirrahmaanirrahiim.

Assalamu 'alaikum wr. wb.

Dengan ini menerangkan bahwa:

Nama : **Maudy Sabrina**
Nomor Mahasiswa : **16311073**
Dosen Pembimbing : **Anas Hidayat, Drs., M.B.A., Ph.D.**
Program Studi : **Manajemen IP**
Judul Karya Ilmiah : **People With Learning Disability In Indonesia As The
Target Market: A case study of Peach Market**
Nomor Hp : **081226880003**

Karya ilmiah yang bersangkutan di atas telah melalui proses tes kemiripan (*similarity test*) menggunakan **Turnitin** dengan hasil **17% (Tujuh belas persen)**.

Demikian surat keterangan ini dibuat agar dapat dipergunakan sebagaimana mestinya.

Wassalamu 'alaikum wr. wb

Yogyakarta, 26 Agustus 2020

Kepala Divisi Pengelolaan Pengetahuan



Bambang Hartawan, S.Si



FAKULTAS
EKONOMI

Gedung Prof. Dr. Ace Partadiredja
Ringroad Utara Condong Catur Depok
Sleman Yogyakarta 55283
T. (0274) 881546, 885376, 883087;
F. (0274) 882589
E. fe@uii.ac.id
W. fecon.uii.ac.id

**YUDICIUM INTERNSHIP REPORT
MANAGEMENT MAJOR
INTERNATIONAL PROGRAM, FACULTY OF ECONOMICS UII**

No.: 01/TE/IPFE/VIII/2020

Bismillahirrahmaanirrahim

Based on the results of the meeting held on September 2, 2020 the Intership Report Examination Committee decides that :

Name : **MAUDY SABRINA**
Student Number : **16311073**
Thesis Title :
PEOPLE WITH LEARNING DISABILITY IN INDONESIA AS THE TARGET MARKET : A case study of Peach Market.

1. **Passes** the thesis examination **with/ without** revision
2. **Does not pass** the thesis examination

Grade in Letter : A

Content Advisor : Anas Hidayat, Drs., M.B.A., Ph.D.

Board of Examiner

Signature

Team Leader : Anas Hidayat, Drs., M.B.A., Ph.D.

Member : RR Ratna Roostika, S.E., MAC., Ph.D.

Should any mistake is found related to the decision, the committee will revoke and revise the decision accordingly.

Yogyakarta, September 2, 2020

Anjar Priyono, S.E., M.Si., Ph.D.
Head of Undergraduate Program in Management



Prof. Jaka Sriyana, S.E., M.Si., Ph.D.
Dean

Note :

1. As Soon as students pass the thesis/ compre exams they have to apply for the completion the of the their study (if want to graduate) at the academic academics section of the FBE UII (see the procedure).
2. The date of study completion is not the date when students pass the thesis/comprehensive exams. Instead, it is the date when the faculty issues the letter of study completion.
3. Any failure to apply for a study completion after passing the thesis/comprehensive exams may require students to pay tuition fee that still due.