

**ACTIVITY IN THE DEPARTMENT OF EXTERNAL RELATION PT.
ULTRAJAYA MILK INDUSTRY AND TRADING COMPANY, Tbk**

Achmad Fauzi ¹⁾, Wenny Dhamayanthi ²⁾

ABSTRACT

Praktek Kerja Lapangan (PKL) is a program in which students conduct practices in the industry environment to acquire knowledge by comparing the existing theories with actual field conditions the industry. PKL activity was conducted in PT. Ultrajaya Milk Industry & Trading Company, West Bandung Regency Tbk held on March 8, 2016 until June 8, 2016. The implementation of PKL was done at the Department of Human Resource Development (HRD), especially on the part of external relations. The purpose of the activities is (1) to explain the activity and scope of work for external relations PT. Ultrajaya Milk Industry & Trading Company, Tbk. (2) to explain and follow the activities carried out by PT. Ultrajaya Milk Industry & Trading Company, Tbk in the field of external relations. (3) to identify the problems in the scope of work for external relations PT. Ultrajaya Milk Industry & Trading Company, Tbk following proposed solutions. This report contains PKL activities conducted in the Department of HRD in particular in the field of external relations PT. Ultrajaya Milk Industry & Trading Company, Tbk. The obstacles that appear in the scope of work of external relations had challenges with the complexity of the task and the variant field of science as well as customers who come from an external company to make the creation of solutions for the manufacture of a Standard Operating Procedure (SOP) for successfully achieving targets.

Keywords: *External Relation PT. Ultrajaya*

- 1) Students Polytechnic of Jember, Department of Agribusiness Management, D-IV Agro-Industry Management Program.
- 2) Lecturer Polytechnic of Jember, Department of Agribusiness Management, D-IV Program Management of Agro-Industry.