



**A JOB REPORT AS AN ADMIN OF MICRO, SMALL  
MEDIUM ENTERPRISE (MSMES) DISTRIBUTION AND  
AGENCY IN LAPAK GAMING**

**Presented as a partial fulfillment of the requirement for  
Diploma III**

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A Job Report As An Admin Of Micro, Small Medium, Enterprice (MSMEs) Admin Distribution And Agency At Lapak Gaming

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## STATEMENT OF AUTHENTICITY

I honestly declare that this final project is my own writing that I have made with the title: **A Job Report As An Admin Of Micro, Small Medium, Enterprise (MSMEs) Distribution And Agency At Lapak Gaming**. It is true and correct that I do not take any scholarly ideas or work from others. That all cited works were quoted in accordance with ethical code of academic writing.

Tangerang, July 21, 2023



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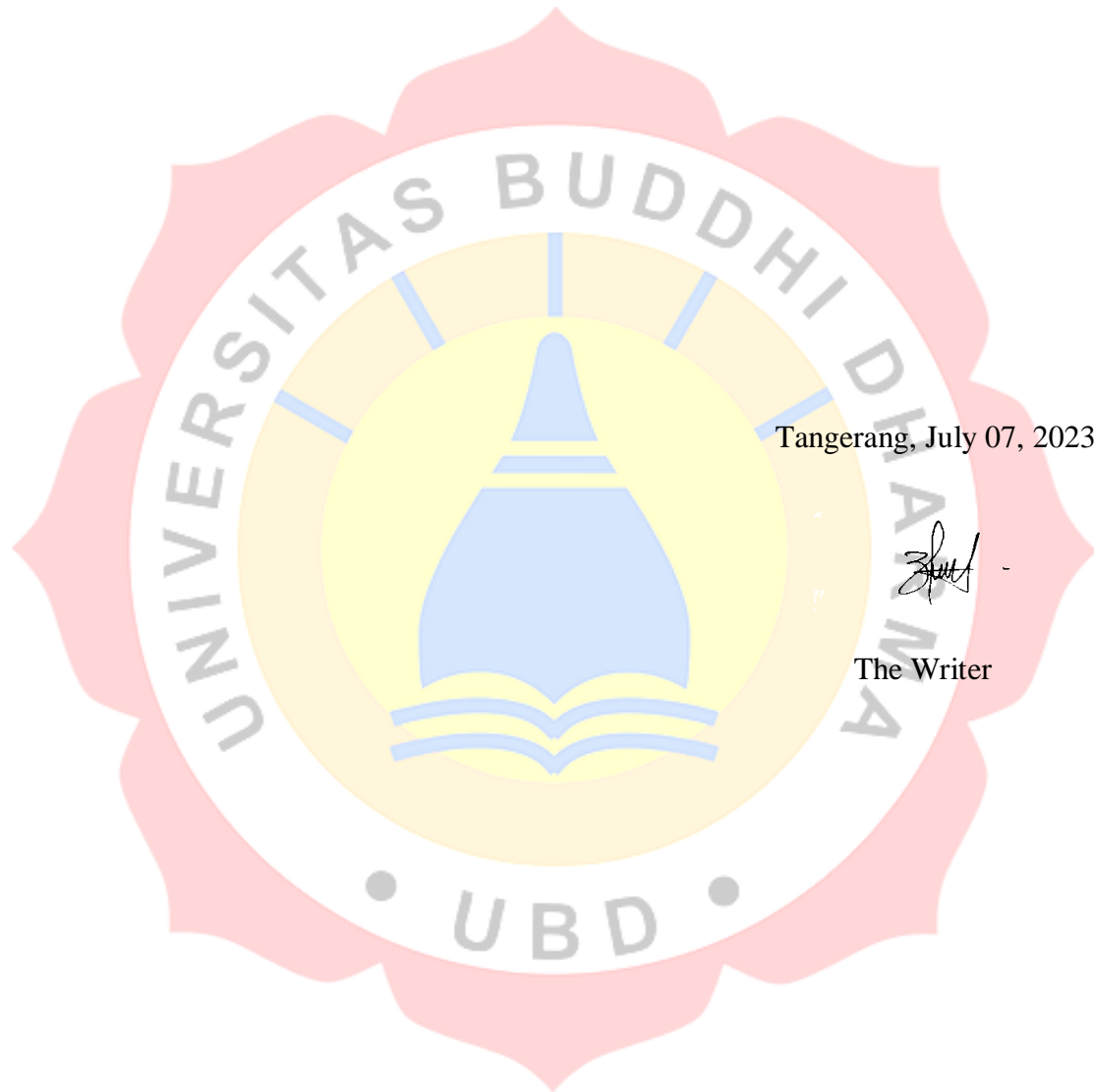
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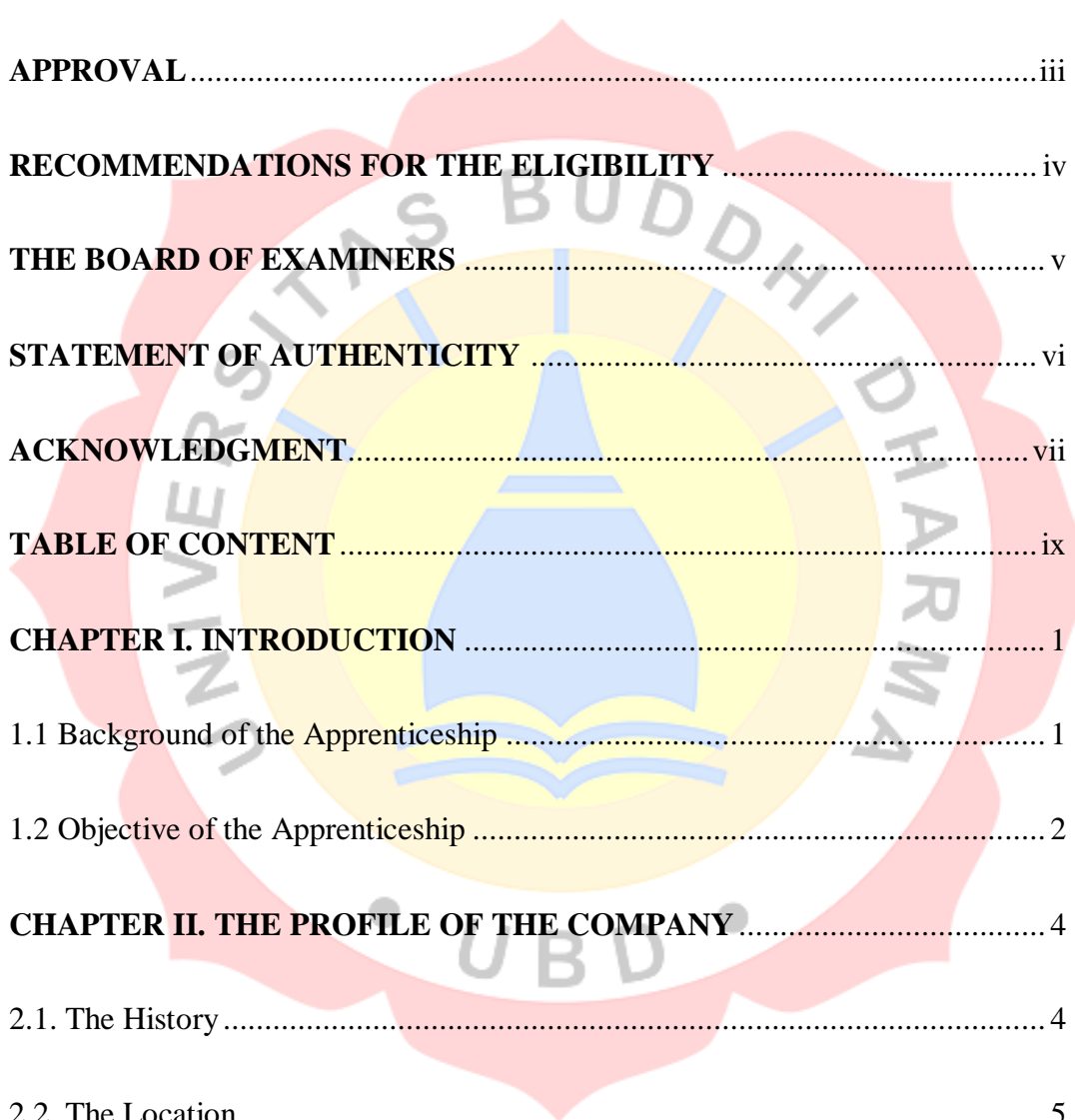
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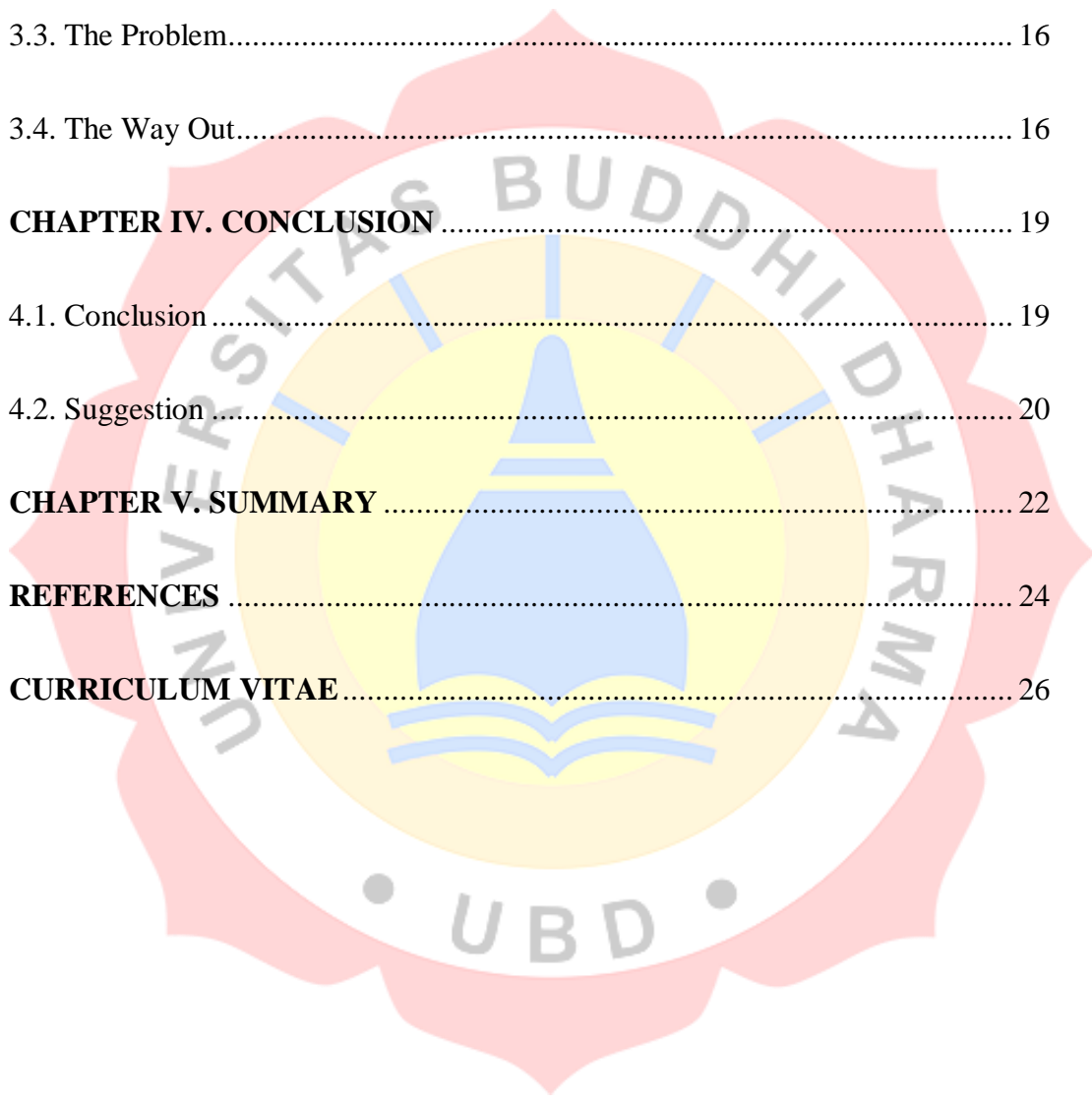


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## CHAPTER I

### INTRODUCTION

#### 1.1 The Background

The background writer doing an apprenticeship at Lapak Gaming Company aims to improve skills and implement the subjects learned while studying at the Faculty of Social and Humanities with subjects Diploma (D3) English Study Program. With the subjects learned, the writer can implement in this company and falls into a category related to the subjects taken by the writer, where the writer majors in English Business. The existence of courses such as Public Speaking, Public Relations, Business Presentation, English for Media and Advertising, Office and Management is very helpful for the writer doing her job.

Previously, the writer will describe the meaning of the word admin which is described from administration. From a book excerpt written by the author Akifa P Nayla. There are several definitions of administration, first, the definition of administration is in a broad sense, the administration is defined as an activity related to the implementation of policies to achieve certain goals and objectives. Meanwhile, in a limited sense, administration can be interpreted as an activity that includes administrative processes, starting from recording, accounting, sending letters, and determining g the monthly agenda, to various other activities related to the company's operational activities.

In the company, the writer apprenticeship as a Micro, Small Medium Enterprise

(MSME). MSMEs are productive businesses owned by individuals or business entities that have met the criteria of micro businesses. The government itself has established the definition of MSMEs and their criteria, along with examples of MSMEs. The meaning of MSMEs is contained in Law Number 20/2008 concerning Micro, Small, and Medium Enterprises. MSME means a business run by individuals, households, or small business entities. The classification of MSMEs is usually done by limiting the annual turnover, the amount of wealth or assets, and the number of employees.

The writer must be able to establish good communication in English because many customers and partners are from abroad. With international partners and customers, the writer is preferably able to use English in writing. In this opportunity, the writer doesn't communicate directly with partners or customers. The writer only communicates via email, skype, or WhatsApp chat.

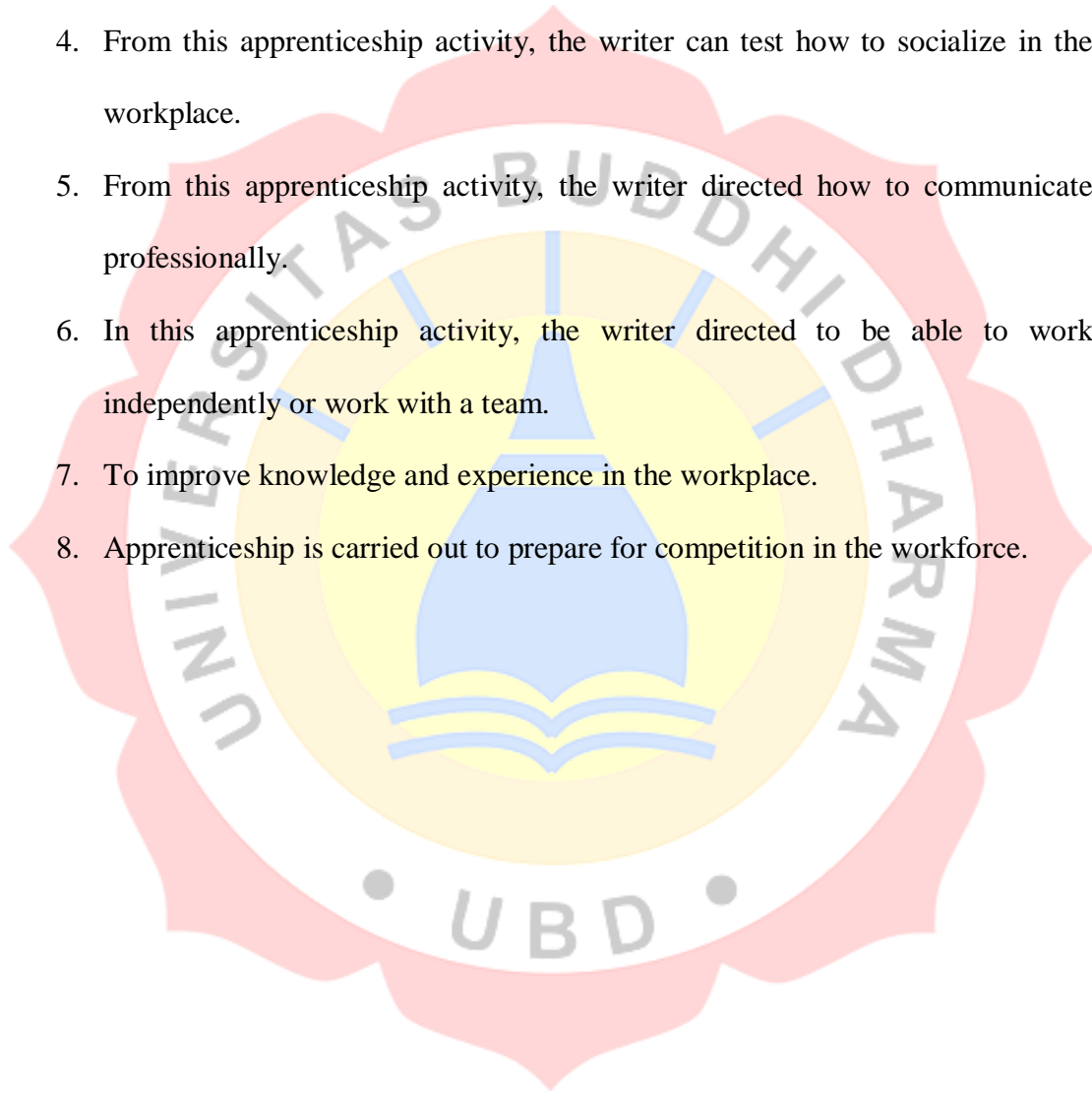
With this apprenticeship activity, the writer hopes to develop knowledge and talents in the working environment, besides that the writer also hopes that readers can find new ideas from the apprenticeship report made by the writer.

## **1.2 THE OBJECTIVE OF THE APPRENTICESHIP**

Apprenticeship program provides on-the-job training to improve specific skills in a professional field. The following are some of the objectives of doing an apprenticeship that can be conveyed and applied by the writer during the apprenticeship.

The objectives of this apprenticeship activity include:

1. The writer can apply the knowledge gained to be practiced during the apprenticeship activities.
2. The purpose of this apprenticeship is to find out how to work in a specific job.
3. Testing the writer to work professionally by managing time.
4. From this apprenticeship activity, the writer can test how to socialize in the workplace.
5. From this apprenticeship activity, the writer directed how to communicate professionally.
6. In this apprenticeship activity, the writer directed to be able to work independently or work with a team.
7. To improve knowledge and experience in the workplace.
8. Apprenticeship is carried out to prepare for competition in the workforce.



## CHAPTER II

### THE PROFILE OF THE COMPANY

#### 2.1 The History

Lapak Gaming is a company operating in the business of game top-up voucher services that has been established since 2018. This company is managed by an owner who has a hobby of playing games and has the intention of creating a platform that makes it easier for other game players to top up game vouchers. The company grew even though in 2019 the world experienced an economic downturn due to covid-19 and entered Indonesia in March 2020. Lapak Gaming is unaffected by the changes in the global economy but the development of Lapak Gaming is because at that time everyone was doing WFH and had constraints to do outdoor activities. Most people take the opportunity to start an online business, such as creating a YouTube channel with gaming content and they need top-up gaming vouchers to engage their content.

The company also has more than 100 MSME partners working together and this continues to increase. Lapak Gaming Company is committed to making it easier for people to top up game vouchers that are Easy, Safe, and Legal.

#### **Vision**

To be the most preferred and leading top-up platform for various online games and digital products.

## **Mission**

Offer convenience across all payment types for users and partners.

## **2.2 The Location**

The Located of Lapak Gaming is Villa Melati Mas. Jl. Bougenville Raya Blok B 10 No 31, Jelupang, Kec. Serpong Utara, Kota Tangerang Selatan, Banten 15310.

## **2.3 The Business Activity of the Company**

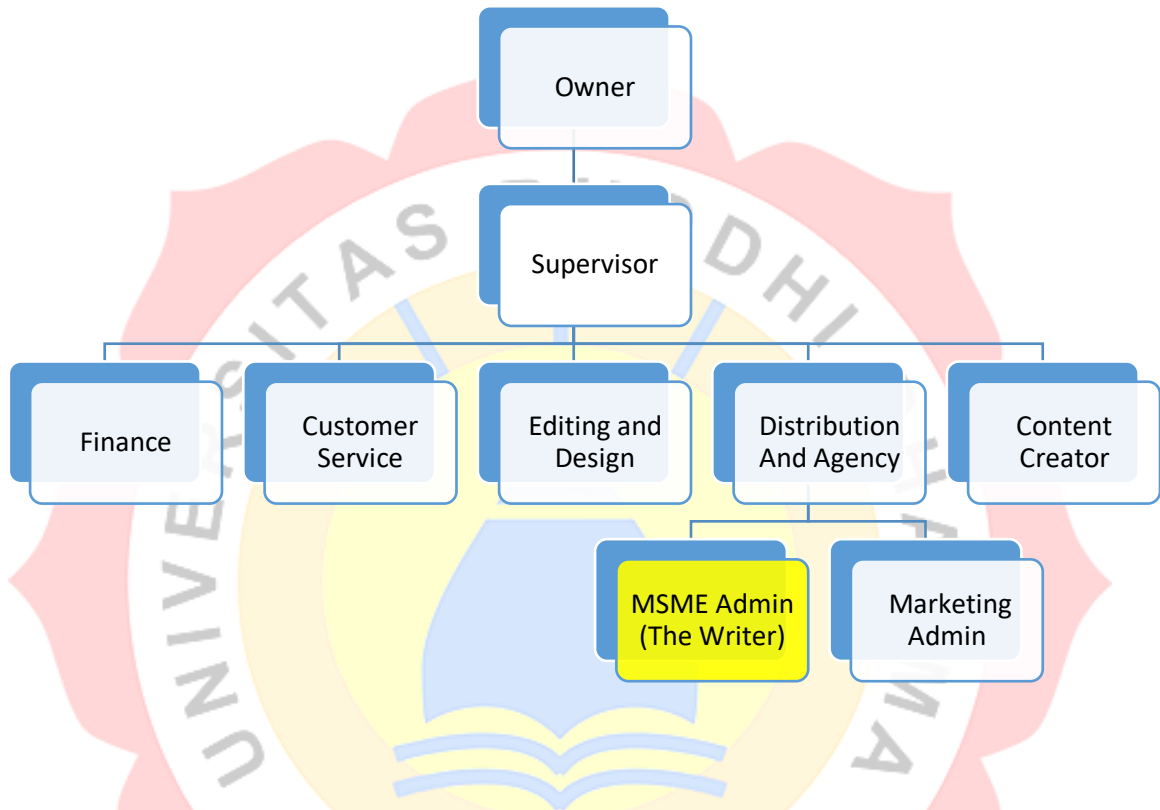
Lapak Gaming is a company that offers provider services to top up safe and legal.

Lapak Gaming also offers cooperation to become an MSME PARTNER where the task is to resell game voucher products in digital form.

MSME partners refer to partners for retail or partners for resellers. In general, retailers get the items they sell from the primary producers. The producer sells to wholesalers for resale. From wholesalers, the goods are resold to retailers. What MSME partners or resellers or retailers get from this cooperate:

1. Providing supplies and or services when consumers need them without waiting long.
2. Customers usually want to get goods of the quality and price they want.
3. Keeping the selling price low to be able to compete in satisfying customers
4. Promoting from a website or online shop.

## 2.4 The Management Structure



Below are some descriptions of the tasks carried out by distribution and agency.

1. The owner is the founder of Lapak Gaming Company.
2. A supervisor is people who are authorized to control and supervise the procedures and implementation of tasks in the company and the task of the supervisor of the distribution and agency department is to ensure the availability of materials for distribution and set market prices.
3. Distribution and Agency is divided into 2 admins;



1. MSME admin whose task is to reply to e-mails, WhatsApp chats, make orders and establish relationships with MSME partners.
2. Admin Marketing whose task is to reset partners and apply marketing strategies on social media.



## CHAPTER III

### THE ACTIVITY OF THE APPRENTICESHIP

#### 3.1 The Department

In the company, the writer had the opportunity to do an apprenticeship and was placed in the Distribution and Agency department and as an admin for MSME partners. The distribution and agency department is a department whose activities are to distribute items and services in digital form because the company is engaged in services. In this section, the items distributed are game vouchers which are where we also take them from UniPin.

MSME partners are those who work with the MSME level, not companies on behalf of a company, which are those who have micro business entities or those who only have an Online Shop. The task of MSME partners is to resell UniPin vouchers.

As an apprenticeship admin of MSME partners, the writer is tasked with replying to emails from partners or prospective partners, making transactions by making partner orders that have joined and establishing relationships with partners by asking how the opinions and complaints of partners so that in the future the company and partners will grow, introducing products to MSME partners and how to transact as partners. Apart from replying to emails, the writer also replies to partner or prospective partner messages via WhatsApp chat. To reply to email or WhatsApp chat, the rules are the same.

The writer must be able to understand what the prospective partner wants. Usually, the writer replies to emails from prospective partners who want to join as MSME partners, then the writer will send the requirements that must be completed by prospective MSME partners. The requirements are photos of self-identity, photos of physical stores, or links online stores that they operate, this section must be complete, if one of them is missing, the admin will send a rejection email to prospective MSME partners and if the requested conditions are complete, the admin will reply to the email by providing the next steps that must be followed by MSME partners. In this section, the writer will explain some popular products that can be sold by MSME partners and also explains how to order balances, the balance is used to be able to transact.

### **3.2 The Tasks**

During the 3-month apprenticeship, the writer did the same activities, namely replying to emails and replying to WhatsApp chats. The apprenticeship time starts from 09:00-18:00 every Monday to Friday. For holidays will be handled by other staff who are not doing apprenticeships. In this apprenticeship activity, the writer does not do much work but the writer is taught many things about hospitality where he must be able to understand what partners and potential partners need, in this apprenticeship the writer is required to be able to establish good communication with partners and potential partners using standard and professional language in replying to every question from partners or potential MSME partners.

For activities to reply to emails or reply to WhatsApp chats, the rules have been given, previously the author has also explained a little in the "the department" section, how to become an MSME partner. The first thing to do when an email comes "to become an MSME partner" then the writer will send wording. The wording sent is the requirements needed to become an MSME partner, including:

1. Attaching the identity of the prospective partner.
2. Attaching online store / physical store of prospective partners accompanied by proof of ownership as a shop owner.
3. Having commitment to sell UPGC vouchers for the next 1 year.
4. Explaining Company Profile of the prospective partner's online store / physical store.

This wording must be completed to ensure that the prospective partner has the potential and commitment to become a partner.

In this section, there are some problems because, in the 2nd and 4th requirements, the statements attached are almost the same, but they do not exist. For point number 2, prospective partners are asked to attach a photo of the physical store or online store link that is their own, it is better to attach a photo of the online store. For point number 4, what is requested is the company profile of the physical store or online store of the prospective partner, then what is explained is the store that is managed in any field and whether it has anything to do with this partnership and can also be explained how transactions or how many transactions have been made by prospective partners.

Then after the requested data is complete, the writer will send wording on how to order the balance. The purpose of the balance order is that partners can transact to resell UniPin vouchers. The balance that will be received by MSME partners is a UPGC voucher. This voucher can be used directly or can be changed to the Partner's UniPin account which will be sent to the UP Point balance. For UniPin accounts, MSME partners can directly register on the UniPin website, [www.unipin.com](http://www.unipin.com).

The wording in this section contains the steps to order the balance, then the writer also introduces some popular games that can be used for various games such as:

1. Diamonds Mobile Legends
2. Garena Shell Voucher
3. UC PUBGM
4. Diamond Free Fire
5. Zeny & BCC Ragnarok M Eternal Love
6. Google Play Voucher
7. Point Blank Cash
8. Steam Wallet Code
9. And other.

The following are the next steps that must also be explained by the writer as an admin apprentice in this division:

1. Fill out the order form (attached Form that must be filled in).
2. Read the tips & tricks guide to become a UniPin reseller:

<https://www.upstation.asia/tips-dan-trik-menjadi-reseller-di-unipin/>

3. Attach proof of transfer and UniPin reseller order form to email.

4. The order will be processed within 1x24 hours.

The order form is attached in the Excel file, this form will be used for balance orders.

How to order a balance, by filling out the order form as needed. The balance that can be purchased starts from UPGC UP10 to UP10000. UPGC UP10 contains 10,000 UP Points and so on. In the order form, there is already a formula so that MSME partners do not need to calculate how much discount or profit they get because the price has automatically appeared. Partners only need to add the number of orders then the amount to be transferred will appear. After filling in and transferring the amount according to the order, the order form and proof of transfer are sent again to the email.

The maximum processing is 1x24 hours by the admin. After being processed by the admin, partners will receive a notification from email for the order form containing the voucher code and a notification from WhatsApp is a pin to open the order form containing the voucher code. After receiving the balance, MSME partners can make transactions at UniPin.

In the WhatsApp chat section, it is the same as email, but balance orders cannot be ordered by WhatsApp, so the writer must direct partners to send the form and proof of transfer by email.

In addition to transactions, the writer is also taught to understand various games, especially popular games, the goal is to attract potential resellers to buy and promote products.

Below are some pictures of favorite games and vouchers top up;

### 1. Mobile Legends Bang-Bang

Mobile Legends: Bang Bang is a multiplayer online battle arena mobile video game developed and published by Moonton, a subsidiary of ByteDance. The voucher used is a diamond.



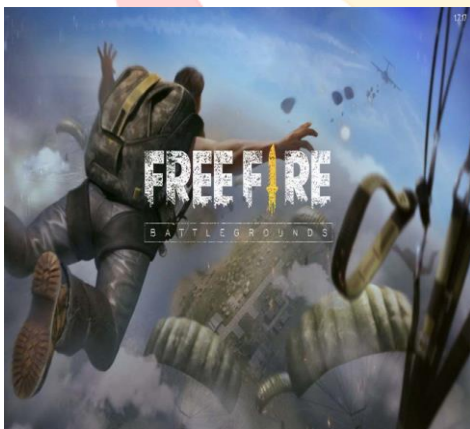
## 2. PUBG

BATTLEGROUNDS is a battle royal that pits 100 players against each other. Outplay your opponents to become the lone survivor. The voucher used is Unknown Cash.



## 3. Free Fire

Garena Free Fire or commonly known as Free Fire is a battle royal game developed by 111 Dots Studio and published by Garena for Android and iOS. The game is the most downloaded handheld game globally in 2019. The voucher used is a diamond.





#### 4. Zeny & BCC Ragnarok M Eternal Love

Ragnarok M: Eternal Love is an MMORPG adventure mobile game based on the popular game Ragnarok Online in 2003. In Ragnarok M: Eternal Love, you will be introduced to the majestic Runes of Midgard while maintaining their artistic artistry for 15 years. The voucher used is Big Cat Coin.



#### 5. Point Blank Cash

Point Blank is a first-person shooter (FPS) game developed by South Korean company Zepetto. The company is also in control of the game's publication. The voucher used by Garena shell



### **3.3 The Problems**

For the apprenticeship activities carried out by the writer, many problems were experienced even though the activities carried out were monotonous.

1. The problem is the lack of understanding of the requirements needed to become an MSME partner.
2. Prospective partner don't understand the different between point number 2 and number 4.
3. The Photo of the Identity of prospective MSME partners. Identity is needed to know who we are with, but potential partners often misunderstand because potential partners do not believe in the cooperation being carried out, they are worried that their data will be sold or misused. This often happens and they cancel the cooperation even though they have explained its usefulness.
4. Many underage children loved games and they wanted to increase their income in addition to playing games but they did not have an identity yet.
5. Many complaints about transaction problems.
6. Many complaints with impolite words by email or WhatsApp.

### **3.4 The Way Out**

Every activity has its own problems and difficulties, as workers we have to learn a lot and make problems as one of the encouragements for us to continue to move forward

and improve our work. In the current apprenticeship, the writer attaches the problems and solutions that can be conveyed when doing the apprenticeship;

1. Lack of understanding about requirement, the writer must follow up with prospective partners who ask about the terms of cooperation, then the writer replies with according to the rules of the company.
2. The difference between point number 2 and number 4. At point number 2 prospective partners can attach photos of physical stores or links online stores that are managed. In point number 4, the company profile requested is that prospective partners can describe the store.
3. The issue of personal identity is very sensitive, but it must be requested because it is a requirement from the company. This often happens and the author cannot violate it, but for this problem, the writer will make sure that the identity of the prospective partner will not be misused. We only need information that the prospective partner will not abuse the authority to sell vouchers.
4. The problem of self-identity is not only a lack of trust. The writer also found that many underage children who want to become partners, want to resell game vouchers to help their parents. The flow-up provision given by the company, they cannot become partners because they do not have an identity, but this can be handled by attaching an identity from their parents. The difference between in-store and identity is not a problem in this case.
5. The transaction has 2 problems, first by the customer and second by the writer:

1. The transaction by the customer is a complaint about the transaction and the problem is not a big deal, but because the writer handles the transaction process, many emails by end users and even emails from partners who have joined, that their vouchers were not submitted. This is not a job of the MSME admin. In this case, the writer directs them to the customer services team to solve the problem.
2. The second is the writer also processes transactions, the same thing also happens, when the transaction process often fails but the balance has been deducted and the voucher enters twice, for this issue the writer must be able to understand if the balance is deducted, the voucher code has entered and there is no need to re-input. To find out the voucher code, the writer must ask CS. For double vouchers, the writer can use 1 of them and the other voucher can be reused if there is the same order. Here, accuracy is needed because if there is an input error and it has entered the partner and they do not pay, the team will compensate for the loss.
6. Many complaints and comments by email or WhatsApp using impolite words. So the writer must be able to control emotions and reply professionally. The writer must be able to explain to them that the problem can be solved.