

## **ABSTRAK**

### **PROSES KERJA SAMA PEMANFAATAN ASET DALAM Mendukung Aktivitas Pemasaran pada PT Perkebunan Nusantara I Regional 7**

**Oleh  
ANGELICA BRIGITA PATRICIA SINAMBELA**

PT Perkebunan Nusantara I Regional 7 mengelola berbagai jenis aset yang belum seluruhnya dimanfaatkan secara optimal, sehingga diperlukan program kerja sama pemanfaatan aset dengan pihak ketiga melalui Subbagian Optimalisasi dan Disposal Aset. Masalah dalam laporan penulisan ini terletak pada pelaksanaan kerja sama tersebut yang masih menghadapi sejumlah kendala, di antaranya realisasi penerimaan kas yang belum optimal akibat lemahnya fungsi penagihan dan pengawasan pembayaran, keterbatasan tenaga kerja yang memperlambat proses administrasi kontrak, serta delegasi pengawasan ke unit lapangan yang kurang terkendali. Tujuan penulisan ini adalah untuk mengetahui apakah proses kerja sama pemanfaatan aset telah berjalan secara optimal dalam mendukung aktivitas pemasaran pada PT Perkebunan Nusantara I Regional 7. Laporan ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dokumentasi, dan studi pustaka selama Praktik Kerja Lapangan di Bagian Manajemen Aset dan Pemasaran. Hasil kajian menunjukkan bahwa proses kerja sama pemanfaatan aset dilaksanakan melalui enam tahapan, yaitu identifikasi dan analisis aset, penawaran dan seleksi calon mitra, penyusunan draf perjanjian dan negosiasi, penandatanganan perjanjian kerja sama, pemanfaatan dan pengawasan aset, serta digitalisasi manajemen melalui aplikasi MONIKA. Kerja sama pemanfaatan aset berkontribusi nyata terhadap aktivitas pemasaran dengan capaian pendapatan yang melampaui target Rencana Kerja dan Anggaran Perusahaan (RKAP). Upaya perbaikan yang dilakukan meliputi optimalisasi aplikasi MONIKA, penguatan koordinasi, serta intensifikasi inventarisasi aset.

**Kata Kunci:** Kerja Sama Pemanfaatan Aset, Manajemen Aset, Pemasaran, Penerimaan Kas, Optimalisasi Aset, PT Perkebunan Nusantara I Regional 7

## **ABSTRACT**

### **THE PROCESS OF COLLABORATION IN ASSET UTILIZATION TO SUPPORT MARKETING ACTIVITIES AT PT PERKEBUNAN NUSANTARA I REGIONAL 7**

**By**

**ANGELICA BRIGITA PATRICIA SINAMBELA**

PT Perkebunan Nusantara I Regional 7 manages various types of assets that have not yet been fully utilized, necessitating a program of cooperation with third parties for asset utilization through the Asset Optimization and Disposal Subdivision. PT Perkebunan Nusantara I Regional 7 manages various types of assets that have not yet been fully utilized, necessitating a collaborative asset utilization program with third parties through the Asset Optimization and Disposal Subdivision. The issue addressed in this report lies in the implementation of such collaborations, which still faces a number of obstacles, including suboptimal cash receipts due to weak collection and payment monitoring functions, limited manpower that slows down contract administration processes, and insufficient oversight of delegated responsibilities to field units. The objective of this study is to determine whether the asset utilization cooperation process has been running optimally in supporting marketing activities at PT Perkebunan Nusantara I Regional 7. This report employs a qualitative descriptive method with data collection techniques including observation, interviews, documentation, and literature review conducted during the Field Work Practice at the Asset Management and Marketing Division. The study findings show that the asset utilization cooperation process is carried out in six stages: asset identification and analysis; proposal and selection of potential partners; drafting and negotiation of agreements; signing of cooperation agreements; asset utilization and oversight; and digitization of management through the MONIKA application. Asset utilization partnerships have made a tangible contribution to marketing activities, with revenue exceeding the targets set in the Company's Work Plan and Budget (RKAP). Improvement efforts include optimizing the MONIKA application, strengthening coordination, and intensifying asset inventory efforts continuously.

**Keywords:** Asset Utilization Cooperation, Asset Management, Marketing, Cash Receipts, Asset Optimization, PT Perkebunan Nusantara I Regional 7