



PT. GALAKSI INVESTASI HARAPAN

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PT GIH Internship Program

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1.0 Program Brief

We are pleased to present an internship program in collaboration with UGM. This program offers students a valuable opportunity to gain practical experience in web design, development, sales, and digital marketing. Through remote work, interns will engage in real-world projects, fostering independent learning and professional development.

2.0 Introduction to PT Galaksi Investasi Harapan (GIH)

PT GIH is a renowned manufacturer based in Batam, specializing in providing turnkey solutions to the manufacturing industry. As a forward-thinking organization, we are dedicated to revolutionizing the manufacturing sector through innovative technologies, leading to the incorporation of our Singaporean technology company, RAMHYS Pte Ltd. At RAMHYS, we empower manufacturing businesses to optimize their operations, increase efficiency, and drive sustainable growth. With our commitment to excellence and a team of skilled professionals, we strive to deliver cutting-edge solutions tailored to meet the unique challenges of the industry.

3.0 Collaboration with Universities

We value the partnership between GIH and universities, recognizing the significance of academia-industry collaboration. Through our internship program, we provide students with a unique platform to gain practical experience, apply their academic knowledge, and develop valuable industry skills. We strive to create a stimulating learning environment where interns can grow both personally and professionally.

4.0 Objectives

The objectives of the internship program are as follows:

- Provide students with hands-on experience in web design, development, sales, and digital marketing.
- Outline specific goals for each team (Team 1, Team 2, and Team 3).
- Foster independent learning and self-reliance in a remote work environment.
- Develop essential skills such as project management, communication, and problem-solving.
- Encourage collaboration and teamwork in a virtual setting.

5.0 Program Structure

The internship program will span 5 months and will consist of three specialized teams: Team 1 (Internal Software Development), Team 2 (WordPress Website Design), and Team 3 (Sales and Digital Marketing). Each team will comprise 10 interns, focusing on specific areas of expertise.

Team 1 (Alpha): Internal Software Development

- Introduction to the Company's Internal Software
- Software Planning and Design
- Front-End Development
- Back-End Development
- Quality Assurance and Deployment

Team 2 (Beta): WordPress Website Design

- Introduction to WordPress Website Development
- Graphic Design and Brand Identity
- UX/UI Design and Theme Customization
- WordPress Development and Content Integration
- SEO and Content Strategy

Team 3 (Gamma): Sales and Digital Marketing

- Introduction to Sales and Digital Marketing
- Sales Techniques and Customer Relationship Management
- Digital Marketing Channels and Strategies
- Closing Deals and Negotiation
- Reporting and Performance Analysis

6.0 Learning Resources

Interns will have access to relevant learning resources, including documentation, code repositories, and online tutorials. These resources will support independent exploration and self-directed learning.

7.0 Mentorship and Support

Throughout the program, interns will receive mentorship and support from our experienced professionals. Additionally, university tutors will be available to supervise and provide further guidance. We will schedule regular virtual meetings and feedback sessions to ensure continuous learning and foster professional development. Together, our team and university tutors will create a supportive environment for interns to thrive and excel in their journey towards success.

8.0 Evaluation and Reporting

Interns will be evaluated based on their performance in each module, considering project deliverables, active participation, and overall contribution. Progress reports will be shared with both the company and university tutors to facilitate feedback and assess intern development.

9.0 Module Outline

9.1 Team 1: Internal Software Development

9.1.1 Table of Contents

- Introduction to the Company's Internal Software
- Software Planning and Design
- Front-End Development
- Back-End Development
- Quality Assurance and Deployment

9.1.2 Brief Description

Team 1 focuses on developing the company's internal software for design consultancy. This dynamic and hands-on internship program offers students the opportunity to gain practical experience in software development while working remotely. Under the guidance of experienced professionals, interns will contribute to the planning, design, and implementation of the company's internal software.

9.1.3 Team 1 Module Outline

- **Week 1: Introduction to the Company's Internal Software**
 - Immerse interns in the world of internal software development for a design consultancy.
 - Understand the objectives, requirements, and potential impact of the company's internal software.
 - Gain access to comprehensive documentation and resources for independent exploration.
- **Week 2-3: Role-specific Training: Mastering Specialized Skills**
 - Collaborate with university lecturers to provide targeted training for each intern's assigned role.
 - **Tech Lead Training:**
 - Software architecture principles, including architectural patterns (e.g., MVC, MVVM) and system design.
 - Best practices for technical leadership, including code reviews, mentorship, and collaboration.
 - Technologies and frameworks for efficient development, such as React, Angular, or Vue.js.
 - Testing methodologies and strategies for ensuring software quality.
 - **Project Manager Training:**
 - Project management methodologies, including Agile, Scrum, or Kanban.
 - Requirement gathering techniques, translating business needs into technical requirements.
 - Collaboration and communication strategies between stakeholders, tech lead, and development team.
 - Testing methodologies and strategies for validating software deliverables.
 - **Front-End Developer Training:**
 - Proficiency in HTML5, CSS3, and JavaScript for building modern and responsive user interfaces.
 - Front-end frameworks (e.g., React, Angular, Vue.js) and libraries (e.g., Bootstrap, Material-UI) for rapid development.
 - Web accessibility standards, cross-browser compatibility, and performance optimization techniques.
 - Collaborative workflows with designers for efficient implementation of UI designs.
 - **Back-End Developer Training:**
 - Backend programming languages (e.g., Node.js, Python, Java) and frameworks (e.g., Express, Django, Spring).
 - Database management systems (e.g., MySQL, MongoDB, PostgreSQL) and query languages (e.g., SQL, NoSQL).

- API design principles, RESTful APIs, and integration of third-party services.
- Security best practices for protecting data and preventing vulnerabilities.
- **QA Engineer Training:**
 - Software testing methodologies, including functional, regression, performance, and security testing.
 - Test management tools (e.g., Selenium, JUnit, Cypress) and test case creation techniques.
 - Defect tracking, bug reporting, and collaboration with developers for issue resolution.
 - Knowledge of automation frameworks for efficient and scalable testing.
- **Week 4-11: Independent Work and Role-specific Tasks**
 - **Project Manager Tasks:**
 - Gather business requirements, conduct research, and translate findings into technical requirements.
 - Collaborate with stakeholders to ensure alignment between business objectives and technical solutions.
 - Facilitate communication between the tech lead, development team, and other stakeholders.
 - Conduct testing and validation of software deliverables to ensure adherence to requirements.
 - **Tech Lead Tasks:**
 - Translate technical requirements into software architecture and design decisions.
 - Guide the development team in implementing the software architecture and design patterns.
 - Mentor and provide technical guidance to team members.
 - Conduct testing and quality assurance of the final software product.
 - **Front-End Developer Tasks:**
 - Independently implement captivating user interfaces using HTML, CSS, and JavaScript.
 - Utilize front-end frameworks (e.g., React, Angular) for efficient UI development.
 - Integrate UI components with back-end systems and RESTful APIs.
 - Collaborate with UX/UI designers to ensure accurate implementation of designs.
 - **Back-End Developer Tasks:**
 - Develop efficient and scalable server-side functionality using the chosen programming language and framework.
 - Design and optimize databases, implement data models, and ensure data security.
 - Integrate with external systems and services using RESTful APIs.

- Collaborate with front-end developers to ensure seamless integration between front-end and back-end.
- **QA Engineer Tasks:**
 - Conduct comprehensive testing, including functional, regression, performance, and security testing.
 - Utilize testing frameworks (e.g., Selenium, JUnit, Cypress) to automate test cases.
 - Collaborate with developers to resolve issues and ensure software quality.
 - Provide valuable feedback on the usability and performance of the software.
- **Week 2-16: Regular Check-ins and Mentorship**
 - Conduct virtual meetings and mentorship sessions to provide guidance, answer questions, and review progress.
 - Allow interns to showcase their work, share insights, and receive constructive feedback from experienced professionals.
 - Foster collaboration and knowledge sharing among team members.
- **Week 17: Final Deliverables and Impact Presentation**
 - Interns submit completed tasks and deliverables, showcasing their individual contributions.
 - Each role presents their work during a virtual impact presentation, highlighting the outcomes and value generated.
 - Provide feedback, evaluation, and recognition based on achievements and contributions.

9.1.4 Learning Outcomes

By the end of this internship program, interns in Team 1 will:

- Gain practical experience in developing internal software for a design consultancy, equipping them with valuable industry-relevant skills.
- Understand the software development life cycle, from planning and design to development, testing, and deployment.
- Develop proficiency in front-end and back-end technologies, utilizing the latest web development tools and frameworks.
- Acquire essential skills in quality assurance and debugging, ensuring the software's reliability and performance.
- Enhance their ability to effectively collaborate within a remote work environment, strengthening their communication and teamwork skills.
- Build a solid foundation for future career opportunities in software development and design consultancy.

9.1.5 Job Details

Job Title	Job Description	Job Requirements	Study Programmes
Project manager	Research & draft the project outline, coordinate tasks and team members	Project management skills, Research skills, communication skills	Economics / Business Management / Mathematics
Tech Lead	Lead the software development process, translate project manager needs to technical formulas, guiding technical decisions	Proficiency in software development, leadership skills	Artificial Intelligence
Front-End Developer	Implement captivating user interfaces using HTML, CSS, and JavaScript	Front-end development skills, knowledge of web technologies	Computer Science
Back-End Developer	Develop server-side functionality and database integration	Back-end development skills, knowledge of programming languages and frameworks	Computer Science
QA Engineer	Ensure software quality through testing and bug identification	Knowledge of software testing methodologies	Computer Science

9.2 Team 2: Web Design & Development

9.2.1 Table of Contents

- Introduction to WordPress Website Development
- Graphic Design and Brand Identity
- UX/UI Design and Theme Customization
- WordPress Development and Content Integration
- SEO and Content Strategy

9.2.2 Brief Description

Team 2 focuses on designing websites using WordPress, a popular content management system (CMS). This exciting remote internship program offers students the opportunity to gain hands-on experience in web design and development while leveraging the power and flexibility of WordPress. Under the guidance of experienced professionals, interns will contribute to the creation of visually appealing and user-friendly websites.

9.2.3 Module Outline

- **Week 1: Introduction to WordPress Web Design**
 - Familiarize interns with WordPress as a content management system (CMS) for website development.
 - Understand the benefits of using WordPress for building websites and its popularity in the industry.
 - Explore the capabilities and features of WordPress for customization and content management.
- **Week 2-3: Role-specific Training: Mastering Specialized Skills**
 - Collaborate with university lecturers to provide targeted training for each intern's assigned role.
 - **Graphic Designer Training:**
 - Principles of visual design, including color theory, typography, and composition.
 - Adobe Creative Suite or other relevant design tools for creating graphics and visuals.
 - Designing brand identities, including logos, color schemes, and style guides.
 - **UX/UI Designer Training:**
 - User-centered design principles, wireframing, prototyping, and usability testing.
 - Design tools (e.g., Sketch, Figma, Adobe XD) for creating visually appealing and intuitive interfaces.
 - Collaboration with developers to ensure accurate implementation of designs.
 - **WordPress Developer Training:**
 - Proficiency in WordPress development, including theme customization, plugin integration, and template hierarchy.

- Front-end technologies such as HTML, CSS, and JavaScript for enhancing WordPress websites.
- Experience with popular WordPress themes and page builders for rapid development.
- **Content Strategist / Writer Training:**
 - Content creation strategies, including research, planning, and writing for the web.
 - Search engine optimization (SEO) techniques for optimizing content visibility.
 - Crafting compelling and engaging website copy to resonate with the target audience.
- **SEO Specialist Training:**
 - Understanding search engine algorithms and ranking factors.
 - Keyword research, on-page optimization, and link building strategies.
 - Utilizing SEO tools and analytics for performance tracking and optimization.
- **Week 4-11: Independent Work and Role-specific Tasks**
 - **Graphic Designer Tasks:**
 - Create visually appealing graphics, including logos, icons, banners, and illustrations.
 - Design brand identities and style guides to maintain a consistent visual presence.
 - Collaborate with UX/UI designers to ensure brand alignment and visual consistency.
 - **UX/UI Designer Tasks:**
 - Conduct user research, create wireframes, and develop high-fidelity prototypes.
 - Collaborate with developers to ensure accurate implementation of designs.
 - Conduct usability testing and iterate on designs based on user feedback.
 - **WordPress Developer Tasks:**
 - Customize WordPress themes and templates to match client requirements.
 - Integrate plugins and develop custom functionalities to enhance website capabilities.
 - Optimize website performance, responsiveness, and security.
 - **Content Strategist / Writer Tasks:**
 - Research and develop content strategies aligned with client goals and target audience.
 - Write engaging and SEO-friendly website copy, blog posts, and other content pieces.
 - Optimize content for search engines and track content performance using analytics tools.

- **SEO Specialist Tasks:**
 - Conduct keyword research and optimize website content for improved search engine rankings.
 - Implement on-page SEO techniques, meta tags, schema markup, and URL structures.
 - Develop link building strategies to enhance website authority and visibility.
- **Week 2-16: Regular Check-ins and Mentorship**
 - Conduct virtual meetings and mentorship sessions to provide guidance, answer questions, and review progress.
 - Allow interns to showcase their work, share insights, and receive constructive feedback from experienced professionals.
 - Foster collaboration and knowledge sharing among team members.
- **Week 17: Final Deliverables and Presentation**
 - Interns submit completed tasks and deliverables, showcasing their individual contributions.
 - Each role presents their work during a virtual presentation, highlighting the websites designed and developed.
 - Provide feedback, evaluation, and recognition based on achievements and contributions.

9.2.4 Learning Outcomes

By the end of this internship program, interns in Team 2 will:

- Gain practical experience in designing and developing websites using WordPress.
- Understand the fundamentals of graphic design, UX/UI design, and branding principles.
- Develop proficiency in customizing WordPress themes and integrating content effectively.
- Acquire knowledge and skills in SEO and content strategy for improved website visibility.
- Enhance their ability to collaborate remotely, communicate effectively, and work as part of a team.
- Build a strong foundation for future career opportunities in web design and development, content strategy, UX/UI design, and SEO.

9.2.5 Job Details

Job Title	Job Description	Job Requirements	Study Programmes
Graphic Designer	Create visually appealing logos, graphics, and visual assets	Proficiency in graphic design tools, creativity	Graphic Design, Visual Communication
UX/UI Designer	Design intuitive and user-friendly website interfaces	Proficiency in UI/UX design, knowledge of design tools	Graphic Design, UX/UI Design
WordPress Developer	Customize WordPress themes and develop custom functionalities	Knowledge of WordPress, proficiency in web development	Computer Science, Web Development
Content Strategist	Develop content strategies and create engaging website content	Strong writing skills, knowledge of SEO and content strategy	Communications, Marketing, English
SEO Specialist	Optimize websites for search engines and improve visibility	Knowledge of SEO best practices, analytical skills	Marketing, Digital Marketing, Web Development

9.3 Team 3: Sales and Digital Marketing

9.3.1 Table of Contents

- Introduction to Sales and Digital Marketing
- Sales Techniques and Customer Relationship Management
- Digital Marketing Channels and Strategies
- Closing Deals and Negotiation
- Reporting and Performance Analysis

9.3.2 Brief Description

Team 3 focuses on sales and digital marketing, playing a crucial role in the success of the company's web design consultancy. This dynamic remote internship program provides students with hands-on experience in sales techniques, lead generation, and digital marketing strategies. Under the guidance of experienced professionals, interns will develop their skills in closing deals and delivering effective digital marketing campaigns.

9.3.3 Module Outline

Week 1: Introduction to Sales and Digital Marketing

- Introduce interns to the field of sales and digital marketing within the context of web design consultancy.
- Explore the role of sales representatives in closing deals and building client relationships.
- Understand the fundamentals of digital marketing, including strategies for lead generation and customer acquisition.

Week 2-3: Role-specific Training: Mastering Specialized Skills

- Collaborate with university lecturers to provide targeted training for each intern's assigned role.
- **Sales Representative Training:**
 - Sales techniques, negotiation skills, and effective communication strategies.
 - Understanding client needs, building rapport, and providing exceptional customer service.
 - Managing sales pipelines and using CRM tools for lead tracking and follow-ups.
- **Digital Marketing Training:**
 - Fundamentals of digital marketing, including SEO, social media marketing, email marketing, and content marketing.
 - Utilizing marketing automation tools and analytics platforms for data-driven decision making.
 - Creating and optimizing digital marketing campaigns to drive website traffic and generate leads.

Week 4-11: Independent Work and Role-specific Tasks

- **Sales Representative Tasks:**
 - Engage with potential clients, conduct sales calls, and deliver sales presentations.
 - Build and nurture relationships with clients, addressing their needs and providing appropriate solutions.
 - Collaborate with other teams to ensure smooth project handoffs and client satisfaction.
- **Digital Marketing Tasks:**
 - Develop and execute digital marketing campaigns across various channels (e.g., SEO, social media, email).
 - Create engaging content and optimize it for search engines and audience engagement.

- Monitor campaign performance, analyze data, and make data-driven recommendations for optimization.
- Collaborate with the web design and development teams to align marketing strategies with client objectives.

Week 2-16: Regular Check-ins and Mentorship

- Conduct virtual meetings and mentorship sessions to provide guidance, answer questions, and review progress.
- Allow interns to share their experiences, seek advice, and receive constructive feedback from experienced professionals.
- Foster collaboration and knowledge sharing among team members.

Week 17: Final Deliverables and Presentation

- Interns submit completed tasks and deliverables, showcasing their individual contributions.
- Each role presents their work during a virtual presentation, highlighting the sales achievements and marketing campaigns.
- Provide feedback, evaluation, and recognition based on achievements and contributions.

9.3.4 Learning Outcomes

By the end of this internship program, interns in Team 3 will:

- Gain practical experience in sales techniques and digital marketing strategies.
- Develop skills in lead generation, customer relationship management, and negotiation.
- Acquire knowledge of various digital marketing channels and their application.
- Learn to create and manage effective digital marketing campaigns.
- Enhance their analytical skills for measuring and reporting marketing performance.
- Build a strong foundation for future career opportunities in sales, digital marketing, and client relationship management.

9.3.5 Job Details for Team 3

Job Title	Job Description	Job Requirements	Study Programmes
Sales Representative	Close deals with customers, build client relationships	Strong communication and negotiation skills	Communications, Marketing
Digital Marketer	Develop and execute digital marketing strategies	Knowledge of digital marketing channels and tools	Marketing, Digital Marketing



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10.0 Ending Notes

The internship program for Teams 1, 2, and 3 offers students a valuable opportunity to gain practical skills in web design, development, project management, sales, and digital marketing. Through targeted training, independent work, and mentorship, interns can apply their knowledge, collaborate with professionals, and bridge the gap between academia and industry.

By combining theoretical knowledge with practical application, the program prepares interns for real-world challenges and helps them develop the technical skills, industry exposure, and professional networks necessary for future success.

With the support of university lecturers, experienced professionals, and mentorship throughout the program, interns have the opportunity to showcase their achievements, gain valuable insights, and kickstart their careers with confidence.