

## LAMPIRAN

### Lampiran A Surat izin penggunaan brand



Jakarta, 4 Desember 2023

No : 329/PERGIKULINER/12/2023  
Hal : Surat Izin Pembuatan Karya (Tugas Akhir)

Yang bertanda tangan di bawah ini:

Nama : Aprilia Prabawati, S.S., M.Ikom.  
Perusahaan : PT Online Media Guna - PergiKuliner  
Jabatan : Head of Marketing Communications  
Email : [aprilia@pergikuliner.com](mailto:aprilia@pergikuliner.com)  
No. Telp : 082120112344

dengan ini menerangkan bahwa:

Nama : Eunique Jovie  
Universitas : Universitas Multimedia Nusantara  
NIM : 00000042614  
Program Studi : Ilmu Komunikasi  
Email : [eunique@student.umn.ac.id](mailto:eunique@student.umn.ac.id)  
No. Telp : 081911212692

Dapat menggunakan nama/merek PT Online Media Guna (PergiKuliner) untuk kebutuhan tugas akhir yang merupakan salah satu syarat kelulusan dari Perguruan Tinggi/Universitas dimana mahasiswa tersebut di atas terdaftar.

Demikian Surat Izin Pembuatan Karya ini dibuat, untuk dapat dipergunakan sebagaimana semestinya.

Jakarta, 4 Desember 2023

Hormat kami,



**Aprilia Prabawati, S.S., M.Ikom.**  
Head of Marketing Communications  
PT Online Media Guna - PergiKuliner

 Jl. Dr. Muwardi I No. 15A-B Grogol, Jakarta Barat, Indonesia 11450  
 021 2295 6067  [info@pergikuliner.com](mailto:info@pergikuliner.com)

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## Lampiran B Form Internship Track 2

MBKM-02 MBKM Internship Track 2 Card



### MBKM INTERNSHIP TRACK 2 CARD

Name : Eunique Jovie	Student ID : 00000042614
Address : Jl. Dr. Muwardi I no 15A, Grogol, Jakarta Barat, 11450	Mobile Phone : 6281911212692
MBKM Internship Track 2 Acceptance Letter No: -	Letter Date : 14-07-2023
Advisor's Name : Anton Binsar, S.Sos., M.Si	
Company Name : PT. Online Media Guna (Pergikuliner)	
Company Address : Jl. Dr. Muwardi I B No.15A, Grogol, Kec. Grogol petamburan	City : Jakarta Barat Postal Code : 11450
Company Website : pergikuliner.com	Company Phone : 02122956067
Supervisor's Name : Michelle Stefanie Thio Supervisor's Phone : +62 821-1494-2789 Supervisor's Email : michelle@pergikuliner.com	Supervisor's Position : Event Marketing Supervisor Supervisor's Ext. : -
Department : Marketing	Position : Event Marketing
Acceptance Date : 18-07-2023	

This MBKM Internship Track 2 Card has been completed with my real information and can be accounted for. I am ready to be disqualified if the data given are incorrect.

Tangerang, October 05th 2023  
Student's signature



Eunique Jovie

Supervisor's signature &  
Company stamp

Michelle Stefanie Thio



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## Lampiran C Transkrip Wawancara

Q: Eunique Jovie

A: Michelle Stefanie Thio

Q	Halo Ci Michelle, sebelumnya thank you untuk waktunya. Aku izin tanya-tanya beberapa hal ya ci untuk tugas akhir ku. Ci Michelle di PergiKuliner dari tahun berapa ci? dan sekarang Ci Michelle bekerja sebagai apa?
A	Okeee Ikeee, Aku kerja dari tahun 2020 sekarang sebagai event marketing executive dan pegang tim <i>Pop Up Festival</i>
Q	Wahh kalau boleh tau, <i>Pop Up Festival</i> itu apa ci?
A	Jadi PergiKuliner punya beberapa acara activation nih. Kita sering bikin acara, ada treasure hunt, <i>Festival</i> kuliner dan yang terbaru <i>Pop Up Festival</i> . Kalau Treasure hunt dipegang sama tim marcom, dia tuh kayak event preloved by influencer gitu. Kalau <i>Festival</i> kuliner sesuai sama namanya yah biasa kita adain di mall-mall. Kalau <i>Pop Up Festival</i> mirip sama <i>Festival</i> kuliner bedanya di <i>Pop Up Festival</i> selain brand F&B kita juga undang brand Multi Product dan <i>Pop Up Festival</i> biasa diadakan di kantor, universitas dan open space gitu.
Q	Okee ci, kalau <i>Pop Up Festival</i> pertama kali diadakan kapan ci?
A	Kita pertama kali di Menara Mandiri tanggal 7 Agustus 2023. Jadi baru banget sih
Q	Sejauh ini kendalanya apa aja ci?
A	Sejujurnya karena kita baru banget pertama kali undang brand multi product untuk join event kita, jadi gak bisa di pungkiri ya kalau agak sulit nih ajak mereka buat partisipasi di event kita. Karena mungkin PergiKuliner lebih dikenal sama tenant-tenant F&B yaa namanya aja udah Kuliner.
Q	I see, kira-kira ada rencana jangka panjang gitu gak ci buat <i>Pop Up Festival</i> ?
A	Ada sih, kita mau coba expand <i>Pop Up Festival</i> ke luar kota nih. Kemungkinan ke Surabaya dan Bandung. Ditunggu yah.
Q	Wihhhh. Oh iya, biasanya <i>Pop Up Festival</i> diadakan berapa bulan sekali ci?
A	Tergantung deal dealan kita sama venue dan tenant juga sih. Tapi bisa satu sampai empat event dalam sebulan.

Q	Ummm okee ci. Biasanya berapa lama waktu buat set satu event ci? kayak persiapan sampai hari-H berapa lama dan apa aja tahapan-tahapannya?
A	Biasanya bisa sekitar dua sampai tiga bulan ya. Pertama-tama pastinya kita cari venue potensial dulu nih, terus deal-dealan juga sama venuenya. Kita juga mastiin ke venue do and don't-nya karena biasa ada venue yang ga boleh pakai kompor gas dan lain sebagainya. Setelah deal kita bikin proposal tenant, set harga, set layout dan mulai approach tenant-tenantnya. Setelah tenant sudah mulai full kita bisa kontak kontraktor juga untuk bantu pasang listrik dan set spacenya. Disamping itu, dari tim yang bertugas akan mulai brainstorming buat bikin aktivitas-aktivitas yang bisa bikin ramai eventnya. Habis itu kalau udah semua nih kita bakal loading kontraktor dan tenant di H-1 event. Terus PIC event yang akan bertugas penuh buat event itu jadi dia akan in charge setiap hari bareng sama tim internnya dan bikin report event setiap hari. Setelah event selesai, kita akan ada recap voucher yang akan kita refund ke tenant sekalian kirim ucapan terima kasih atas partisipasi tenant.
Q	Mungkin terakhir ci, apa harapan Ci Michelle buat <i>Pop Up Festival</i> kedepannya?
A	Harapan pastinya berharap seluruh event Pop Up berjalan lancar dari mulai cari tenant sampai hari-h, ramai, ga ada tenant yang komplain. Semoga juga rencana expand ke luar kota juga bisa berjalan dengan baik dan sukses. Biar <i>Pop Up Festival</i> makin digemari juga sama orang-orang dan PergiKuliner makin terkenal yaa.
Q	Aminnnnnn, oke deh kalau begitu. Thank you ya Ci Michelle buat waktu dan kesempatanya. Sukses buat event-eventnya.
A	Sama-samaa Ike

Lampiran D hasil karya

Publikasi video 1 (Menara Mandiri)

<https://www.instagram.com/reel/CzoHwMZPGGY/?igshid=MzRIODBiNWFIZA>

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Publikasi video 2 (Jamsostek)

<https://www.instagram.com/reel/C0BKmKsvNvO/?igshid=MzRIODBiNWFIZA>

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Publikasi video 3 (UMN *Festival*)

<https://www.instagram.com/reel/C0WcBRQPLMB/?igshid=MzRIODBiNWFIZA>

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Publikasi video (*All Pop Up*)

<https://www.instagram.com/reel/C0aprRML3X2/?igshid=MzRIODBiNWFIZA>

Video 1 *The Sweet Treats pt.1*

<https://drive.google.com/file/d/1i3U1GrfbFAbGaTYC56BaHWjxvwLHN9O6/view?usp=drivesdk>

Video 2 *The Sweet Treats pt. 2*

[https://drive.google.com/file/d/1Co0aAHW3UpA\\_Z7pGswiLJqnM\\_OMF2EPt/view?usp=drivesdk](https://drive.google.com/file/d/1Co0aAHW3UpA_Z7pGswiLJqnM_OMF2EPt/view?usp=drivesdk)

Video 3 *Everyday Elegance*

<https://drive.google.com/file/d/1HhtPgp4AmJUDyxReWfO7iJ11cKnG3v6S/view?usp=drivesdk>

Video 4 *Savoring Delights*

<https://drive.google.com/file/d/1U4gnEalbcUYXmna9PXNPZFKNusRYECR/view?usp=drivesdk>

Form Evaluasi 1: <https://forms.gle/47WTu2pEDsDPfZmB9>

Form Evaluasi 2: <https://forms.gle/q8fgEUoPsNveJVKn9>



# UMMN

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## Lampiran E *Curriculum Vitae*



### EUNIQUE JOVIE

081911212692 | euniquejovie292@gmail.com | linkedin.com/in/euniquejovie

Medang Lestari Hijau 4 blok D3B no.77 Pagedangan, Kab.Tangerang, Banten, Indonesia

3rd years student at Multimedia Nusantara University majoring in Communication Science. Interested in the field of communication, especially in fields related to Public Relation, Social Media and Marketing Communication. I have an optimistic and adaptable spirit, Likes for being socialize and always open for every new thing and changes because changes make the move even interesting. I am a fast learner and have a high willingness to learn in order to continue to develop myself.

#### Work Experiences

**Pergikuliner** - West Jakarta, Indonesia Jul 2023 - Present

##### *Event Marketing Intern*

Pergikuliner (PT. Online Media Guna) is a complete dining directory and review site that contains good places to eat in Jakarta, Bogor, Depok, Tangerang, Bekasi, Bandung & Surabaya which now has offline activation in the form of events.

- Successfully collaborated with a total of 30 tenants with 35 spaces filled with a total of 5 events organized
- Successfully designed activities at one of the events with a total of more than 100 visitors
- Created restaurant review content for publication on TikTok platform
- Successfully obtained more than 500 potential tenant contacts from various search sources both direct and online

**Kelas.com** - West Jakarta, Indonesia Jan 2023 - Mar 2023

##### *Partnership Intern*

Kelas.com (PT. Mega Harapan Mulia) is a start-up company engaged in educational technology (edu-tech) since 2018.

- Became PIC of 9 classes that will be opened.
- Found, analyzed and submitted offers of cooperation to potential mentors. Also managed and conducted meeting interview with potential mentors and curriculum division.
- Reached a cooperation agreement with approximately 20 mentors.
- Succeeded in maintaining good relations with all mentors and explained their responsibilities and rights for such cooperation.
- Managed and created mentors documents for class submissions to Kartu Prakerja.

**Kelas.com** - West Jakarta, Indonesia Apr 2023 - Jun 2023

##### *Business Development Intern*

Kelas.com (PT. Mega Harapan Mulia) is a start-up company engaged in educational technology (edu-tech) since 2018.

- Looking for corporate partners for bootcamp job connector program as a hiring partners.
- Reached a cooperation agreement with approximately 16 companies within 3 months.
- Conducting meeting and present internal pitch deck to all potential corporate partner candidates.
- Manage all collaboration data and maintain good relations between companies.
- Follow up on bootcamp users regarding job vacancies that are currently open at corporate partners.
- Assisting the process of running the bootcamp scholarship program with 300+ applicants.

#### Education Level

**Multimedia Nusantara University** - Indonesia Aug 2020 -

*Bachelor Degree in Communication Science, 3.54/4.00*

**Mutiara Bangsa School** - Indonesia Jun 2005 - May 2020

*School in Kindergarten - High school*

#### Organisational Experience

**Ultima Sonora** - Indonesia, South Tangerang Dec 2021 - Mar 2023

##### *Treasurer*

Multimedia Nusantara Student Choir

- Succeeded in managing financial flows for 9 programs in one year
- Arrange funds up to 50 million rupiah +
- Supervised of the PR, design, funding and sponsor divisions.

**Ultima Sonora - Amadora Concert** - South Tangerang, Indonesia Sep 2021 - Dec 2021

##### *Head of PR*

Amadora Concert is a virtual inauguration concert for the new member of Ultima Sonora 2021

- Successfully contacted and collaborated with 8 media partners and 1 ticket vendor.

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- Managed all event collaboration with media partners including publication timelines and real time publication.
- Handled the distribution of invitations and ticketing.
- Planned all social media contents and timeline, also created ideas for publication content on social media with other relevant divisions.
- Made copywritings for each content that were distributed.

**Ultima Sonora - Crescendo Concert - South Tangerang, Indonesia**

Apr 2021 - Sep 2021

*Public Relation*

Crescendo Concert is a 15th birthday anniversary virtual inauguration concert of Ultima Sonora

- Successfully contacted and collaborated with 6 media partners
- Acted as an intermediary between external and internal parties.
- Managed all event collaboration with media partners including publication timelines and real time publication.
- Handled the distribution of invitations and ticketing.
- Created copywritings for each content to be distributed on social media.

**Conundrum - South Tangerang, Indonesia**

Nov 2021

*Master of Ceremony*

- Lead the event by being MC at the opening and closing of the main event for 200+ participants.

**Conundrum - South Tangerang, Indonesia**

Aug 2021 - Dec 2021

*Public Relation*

- Handled the ticketing process for more than 200 participants and answer participant questions on line@
- Planned and created ideas for publication content on social media and managed all social media timelines.
- Made copywritings for each content that were distributed.
- Handled d-day publication on social media.

**OMB UMN 2021 - South Tangerang, Indonesia**

Feb 2021 - Aug 2021

*Person in Charge*

- Become PIC who is tasked with directing and assisting new student of Multimedia Nusantara University during their orientation period.
- take care and educated 20 new students for about 4 days.

### **Skills, Achievements & Other Experience**

- **Achievements** 🏆 (2022): Gold Medal for Choir Competition 2nd Soegijapranata Choral Festival in Semarang
- **Achievements** (2023): 2 Gold Medal for International Bandung Choral Festival in Bandung Category Mix Choir & Folklore
- **Small Business** (2021): Opened online preloved store while pandemic Covid-19 "Old Doesn't Matter" and Beads stuff "Something Call Pretty" on Instagram
- **Hard Skills:** Business & Partnership Communication, Presentation, Copywriting, Social Media Communication, Content Creation, Canva Design, Negotiation.
- **Webinars Attended** 🏆 (2023): Mengenal lebih dalam mengenai Copywriting "Copywriting Nggak Sesusah itu Kok"
- **Languages:** Bahasa Indonesia (Fluent- 5/5), English (Intermediate - 3/5)
- **Soft Skills:** Teamwork, Problem Solving, Creativity, Time Management, Responsibility, Self-Motivated, Interpersonal Skill, Strategic Communication, Detail Oriented.

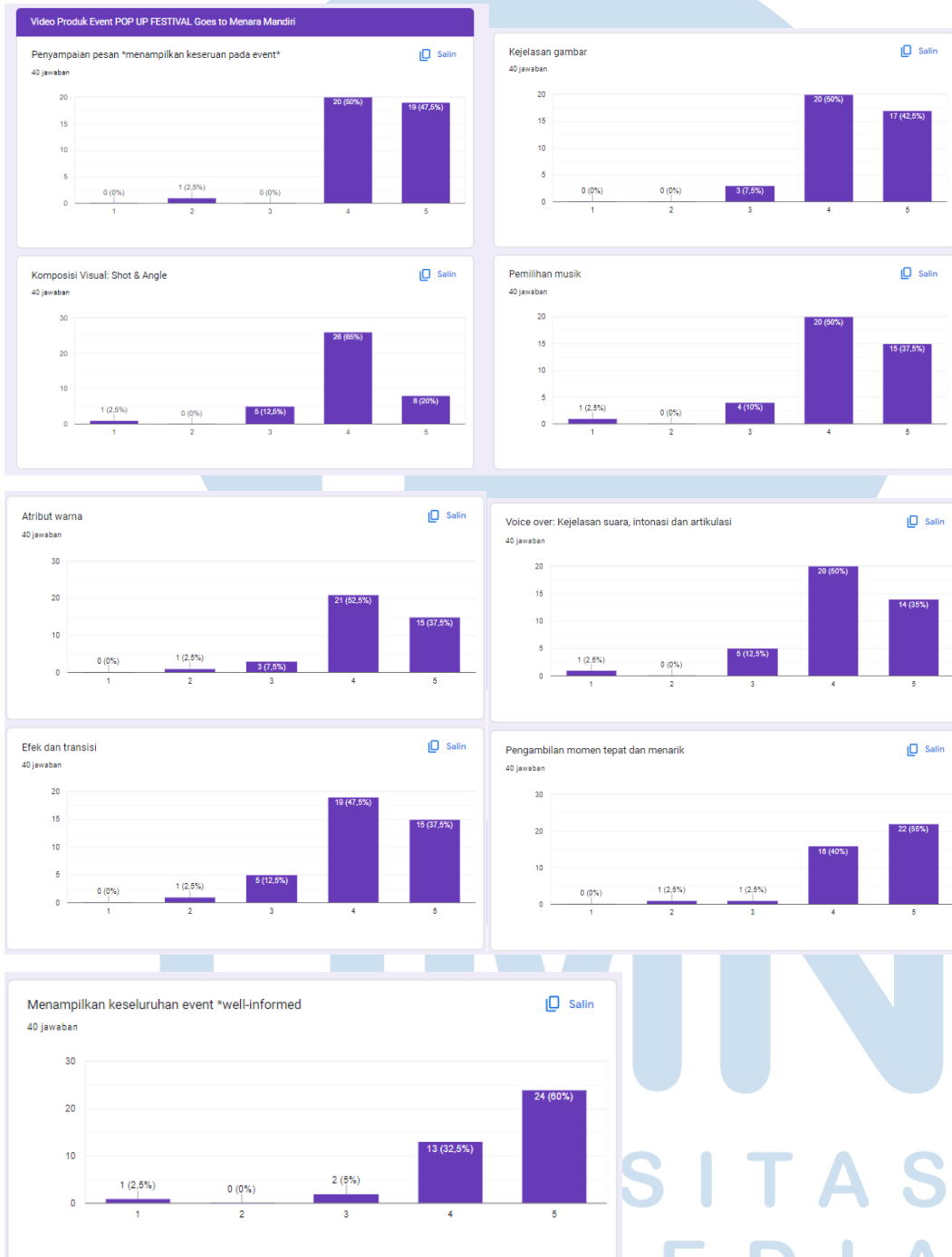
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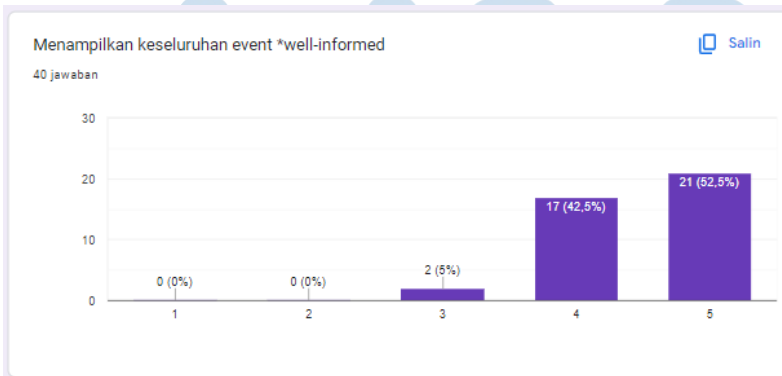
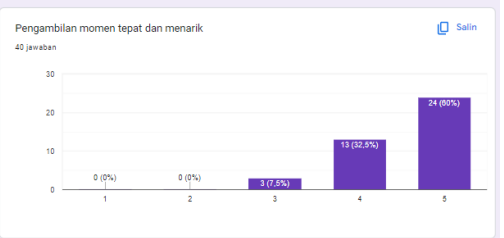
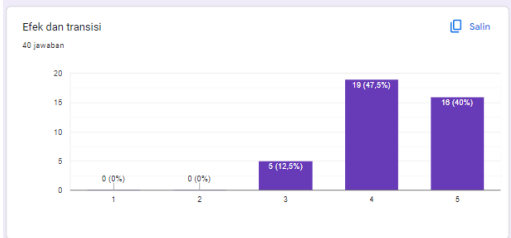
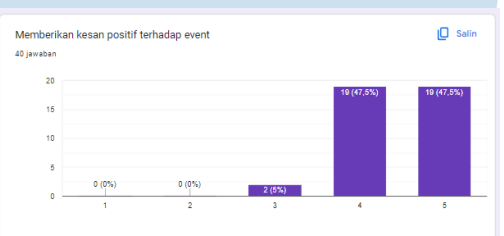
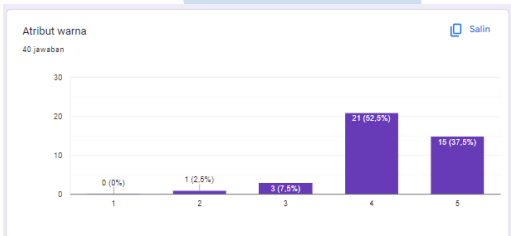
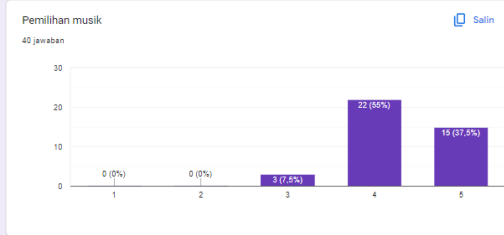
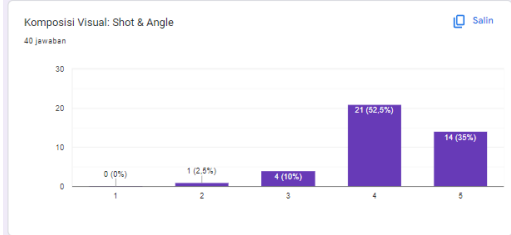
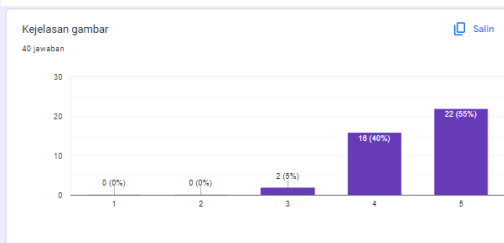
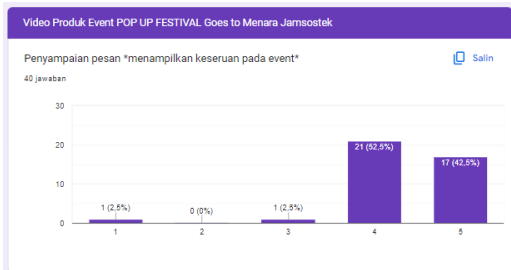


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## Lampiran G Hasil Form Kuesioner Penilaian Seluruh Karya





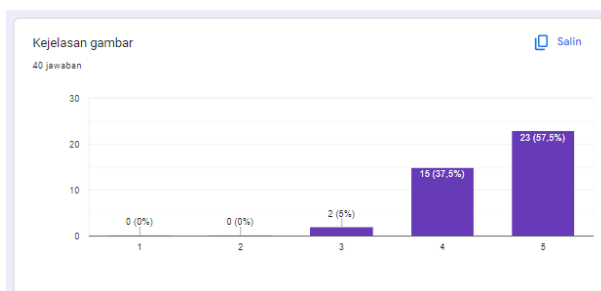
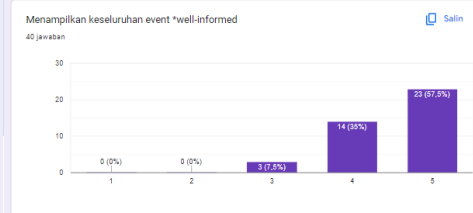
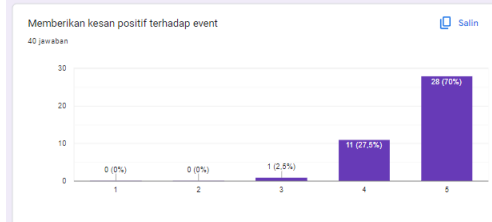
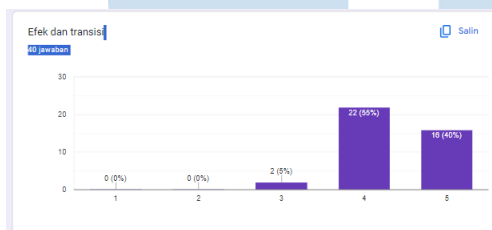
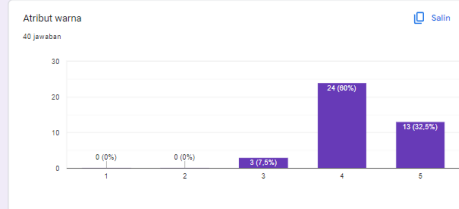
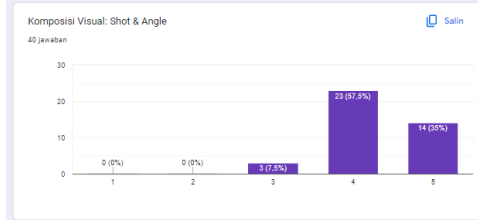
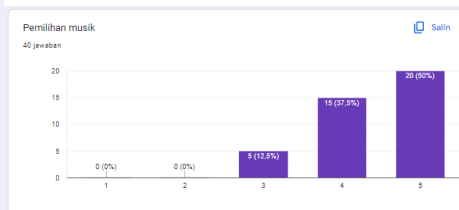


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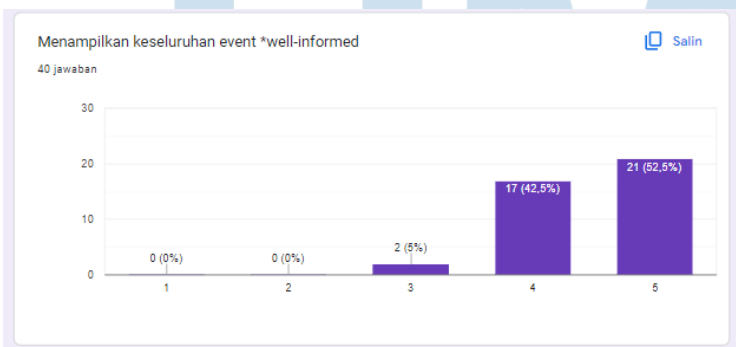
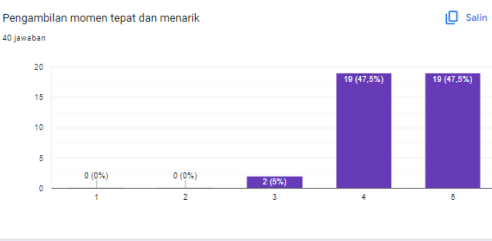
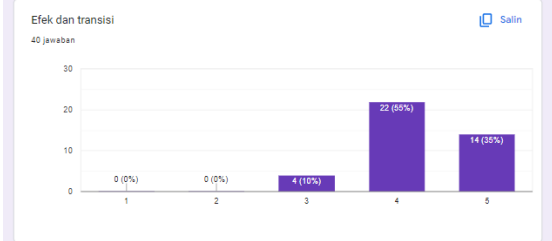
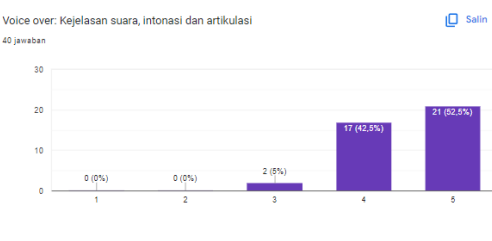
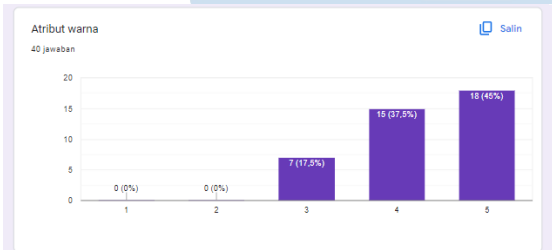
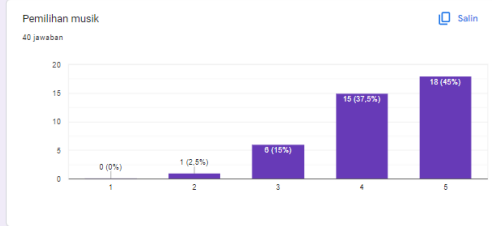
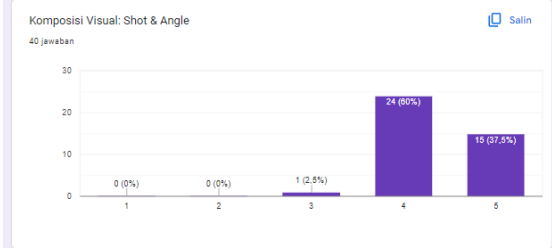
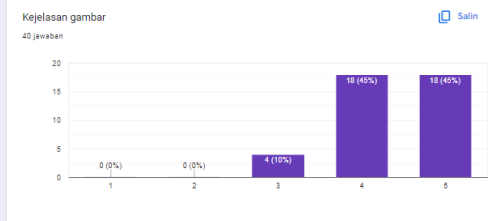
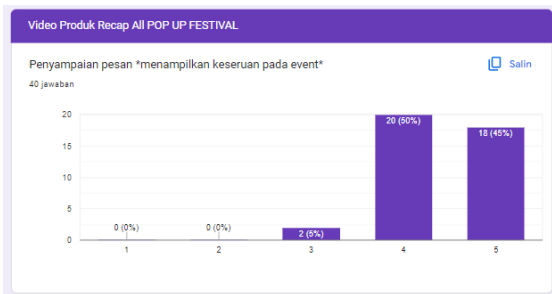
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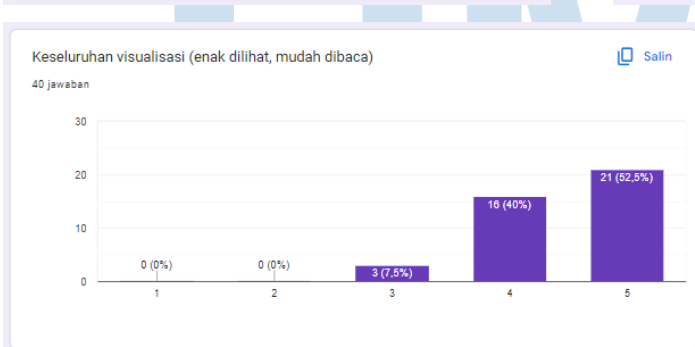
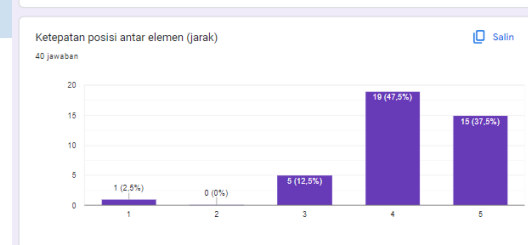
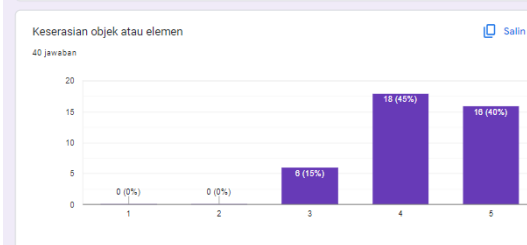
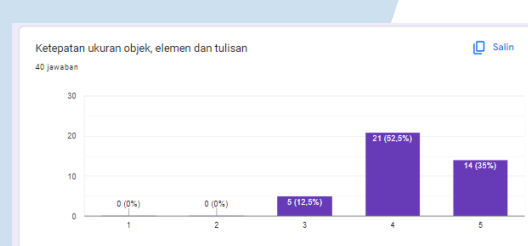
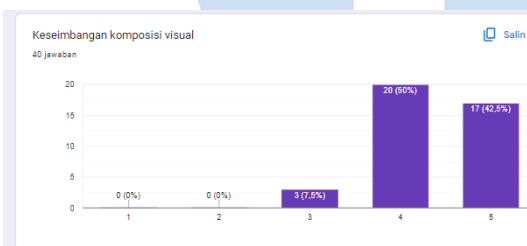
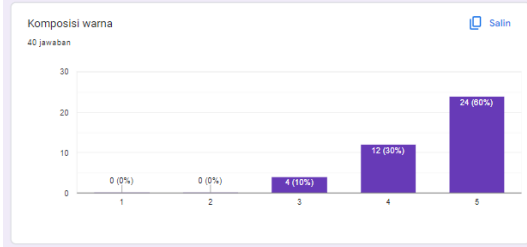
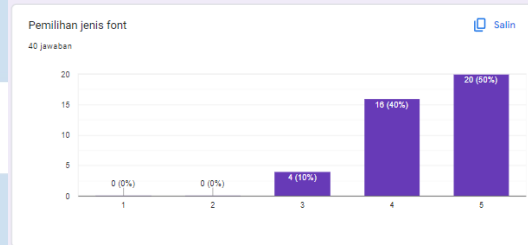
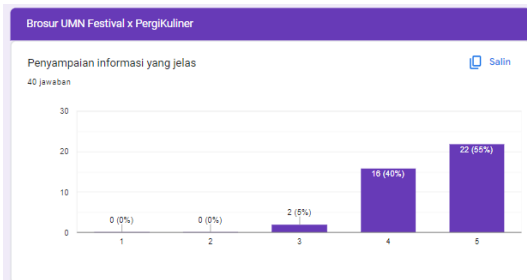
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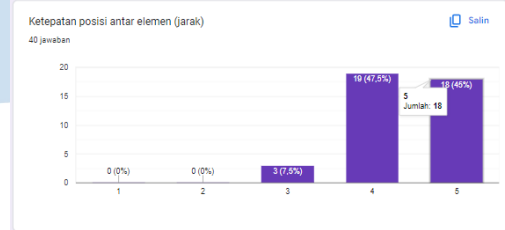
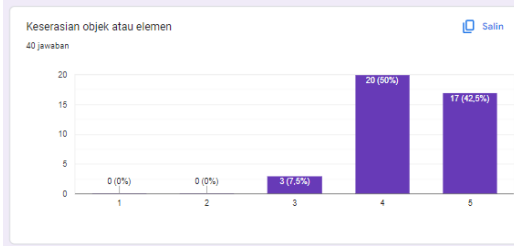
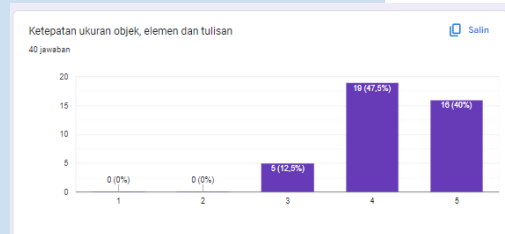
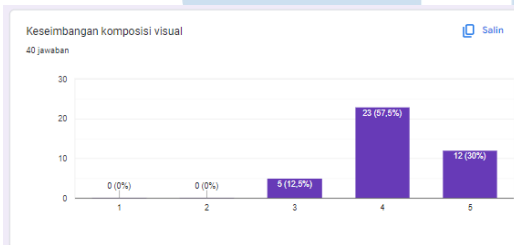
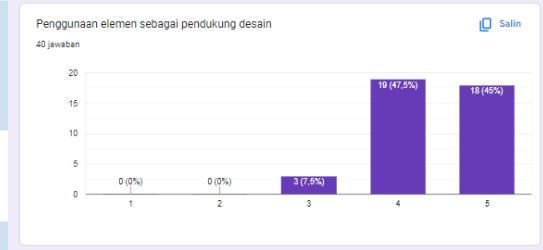
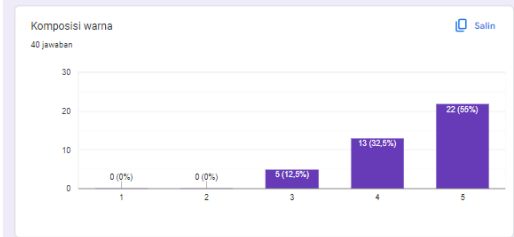
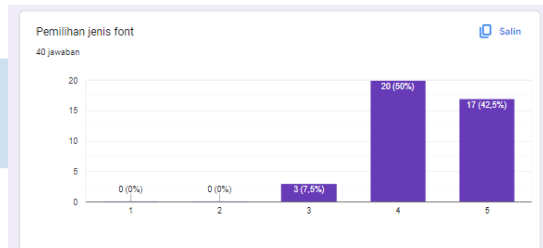
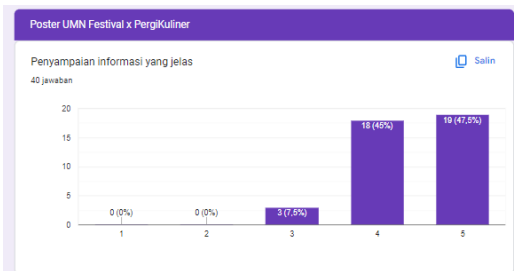
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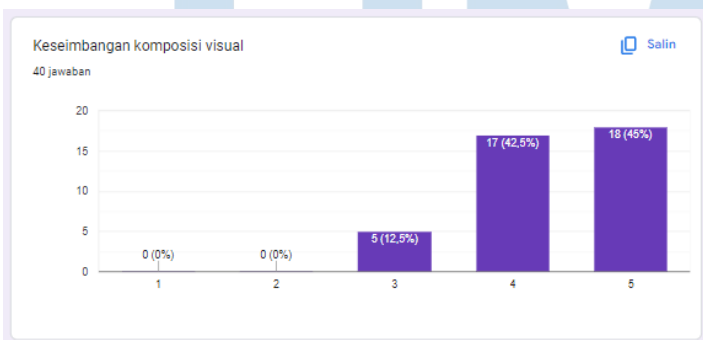
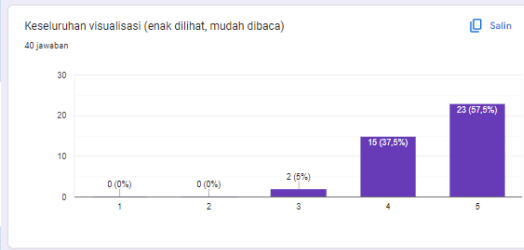
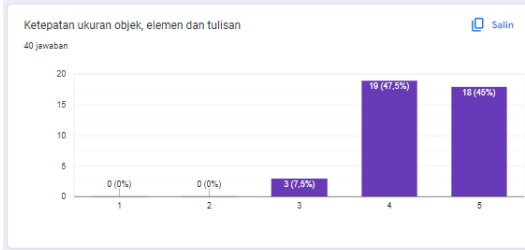
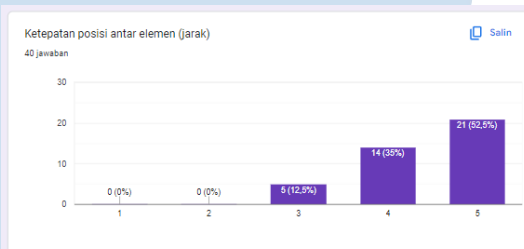
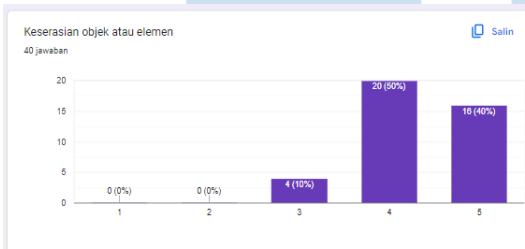
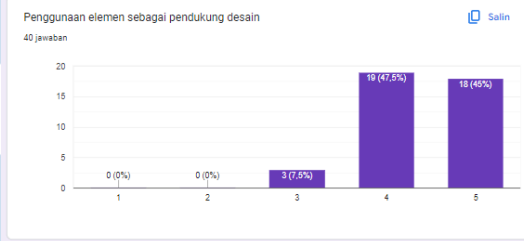
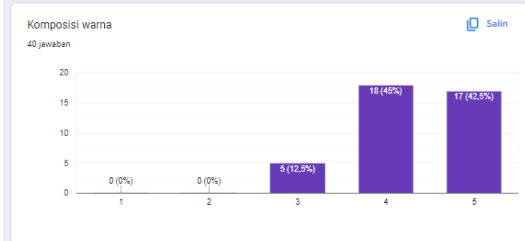
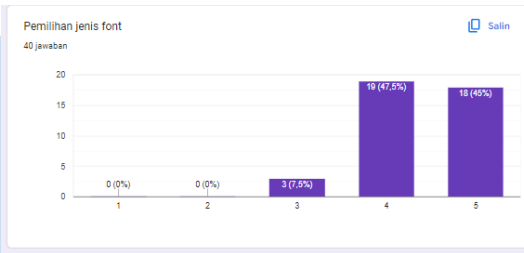
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## Lampiran I Form Bimbingan Tugas Akhir

### Form Bimbingan Final Project/Thesis Report Program Studi Ilmu Komunikasi Semester Gasal 2023/2024

Nama : Eunique Jovie  
NIM : 00000042614  
Angkatan : 2020  
Dosen Pembimbing : Anton Binsar, S.Sos., M.Si.

Meeting	Tanggal	Jam	Keterangan	Tanggal Approval
1	07 September 2023	10:30	Pertemuan pertama, pengajuan ide karya yang akan dibuat, diberikan masukan serta target untuk menyelesaikan BAB 1	30 November 2023
2	21 September 2023	09:00	Pertemuan kedua, asistensi BAB 1. Diberikan masukan mengenai kemungkinan perubahan ide karya, revisi major untuk BAB 1	30 November 2023
3	19 Oktober 2023	16:30	Asistensi BAB 1 dan 2, diberikan arahan untuk lanjut pengerjaan BAB 3	04 Desember 2023
4	02 November 2023	14:15	Asistensi BAB 1 sampai BAB 3, masukan untuk pembuatan karya, asistensi karya video 1 yang sudah dibuat dan asistensi karya lain yang akan dibuat	04 Desember 2023
5	27 November 2023	14:59	Asistensi BAB 3 dan masuk ke BAB 4, diberikan arahan untuk pembuatan evaluasi karya	04 Desember 2023
6	29 November 2023	16:00	Bimbingan bersama pak Clemens Felix prodi Film - Asistensi karya (sudah aman, karena sudah di up oleh perusahaan juga) diberikan masukan mengenai standar pembuatan video - Asistensi pembuatan storyboard yang semula berupa potongan gambar (jadi pr untuk meet selanjutnya)	04 Desember 2023
7	01 Desember 2023	15:00	Finishing BAB 1 - 4, diberimasukan untuk memperbaiki seluruh konten dan disjarkan penggunaan mendeley pada daftar pustaka	04 Desember 2023
8	01 Desember 2023	16:00	Bimbingan dengan pak Clemens Felix prodi DKV, asistensi all karya	04 Desember 2023



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