# CHAPTER II

# COMPANY OVERVIEW

## 2.1 Brief History of the Company

Global Auction was established in 2003, making them have over 20 years of experience and is regarded as one of the earliest auction houses in Indonesia. They have since then featured many artworks and auctions worldwide, allowing art collectors and enthusiasts to easily view and acquire them. Currently, they have successfully held more than 200 auctions and exhibitions in Jakarta, Singapore, Kuala Lumpur, Hong Kong, and online. They have featured globally renowned artists such as Yayoi Kusama and usually focuses on Southeast Asian artists such as Affandi, Lee Man Fong, and many more (Global Auction, 2022).

GLOBAL AUCTION

Figure 2.0 Global Auction Logo

(Source: Global Auction's Instagram, 2026)

Although the company is also based in Singapore, the intern is interning at their main office in Jakarta, Indonesia.

Table 2.0 Information Regarding Global Auction

| | |
|---|---|
| **Company Name** | PT. Global Auction Indonesia |
| **Indonesian Address** | Jl. Tanah Abang IV no. 23-25 Jakarta Pusat, DKI Jakarta, 10160 |
| **Singapore Address** | 1 Kaki Bukit Road 1 #02-16 Enterprise One Singapore, 415934 |
| **Type of Company** | Auction House |
| **Website Domain** | https://global.auction/ |
| **Company Email** | info@global.auction |
| **Instagram Account** | @globalauction.asia |

(Source: Data compiled by the intern, 2026)

Throughout the years, Global Auction is known to host live online auctions every month, with more than a hundred lots available to bid on consisting of artworks such as paintings and sculptures. Once a year, the company would hold an offline auction as well. Below is a general overview of the auctions they have held throughout the year of 2025.

Table 2.1 Global Auction’s History Over the Course of One Year

| **Date** | **Auction Type** |
|---|---|
| 15 January - 8 February 2025 | Online (140 lots) |
| 19 February - 8 March 2025 | Online (160 lots) |
| 17 March - 11 April 2025 | Online (73 lots, an auction specifically for the artist’s, Jeihan Sukmantoro, works) |
| 27 March - 26 April 2025 | Online (146 lots) |
| 2 - 24 May 2025 | Online (145 lots) |
| 2 - 22 June 2025 | Hybrid at Park Hyatt Jakarta (190 lots) |
| 10 July - 2 August 2025 | Online (160 lots) |
| 11 August - 29 September 2025 | Hybrid at Plataran Senayan (41 lots, charity auction with Siloam) |

| | |
|---|---|
| 16 August - 6 September 2025 | Online (190 lots) |
| 22 September - 10 October 2025 | Online (201 lots) |
| 25 October - 22 November 2025 | Online (192 lots) |
| 19 November - 3 December 2025 | Online (190 lots) |

(Source: Data compiled by the intern, generated from interview with General Manager, 2026)

Aside from being an auction house, Global Auction also has their own art gallery called Neo Gallery, established on 6 August 2024, which is also located in the same building as their Jakarta office. Through this, the company becomes one of the leading and trusted members of the art industry, especially in Indonesia, as they have featured and worked together with many prominent figures in the art world such as artists, curators, and collectors in hosting events such as auctions and exhibitions.

Figure 2.1 Neo Gallery Logo

(Source: Neo Gallery's Instagram, 2026)

### 2.1.1 Vision and Mission

**Vision**

To be a leading global auction house connecting the world through art, while championing Indonesian artists on the international stage alongside global fine art.

**Mission**

1. *Global Connectivity*

Connecting collectors and enthusiasts worldwide through a trusted and accessible platform.

2. *Curated Excellence*

Presenting authentic, high-quality artworks from leading global and Southeast Asian artists, with a strong focus on Indonesian maestros.

3. *Promoting Indonesian Art*

Elevating Indonesian artists by actively introducing and positioning their works within the global market.

4. *Exceptional Service*

Delivering a seamless, reliable, and rewarding experience for both buyers and sellers.

## 2.2 Organizational Chart

Within Global Auction, there are many divisions which oversee the operations. The one on top is the Owner or Commissioner, who essentially provides the overall strategic direction and oversight of the company. Right underneath the owner are the directors. The President Director is someone who leads the company's vision. Meaning, they are responsible for the decision-making of the company and overall operations. Whereas for the Financial Director, they are someone who handles the financial strategy, planning, and governance. Below them is the General Manager. They are the one who manage day-to-day operations and ensure coordination from across all departments. The intern's supervisor's role within the company is the General Manager.

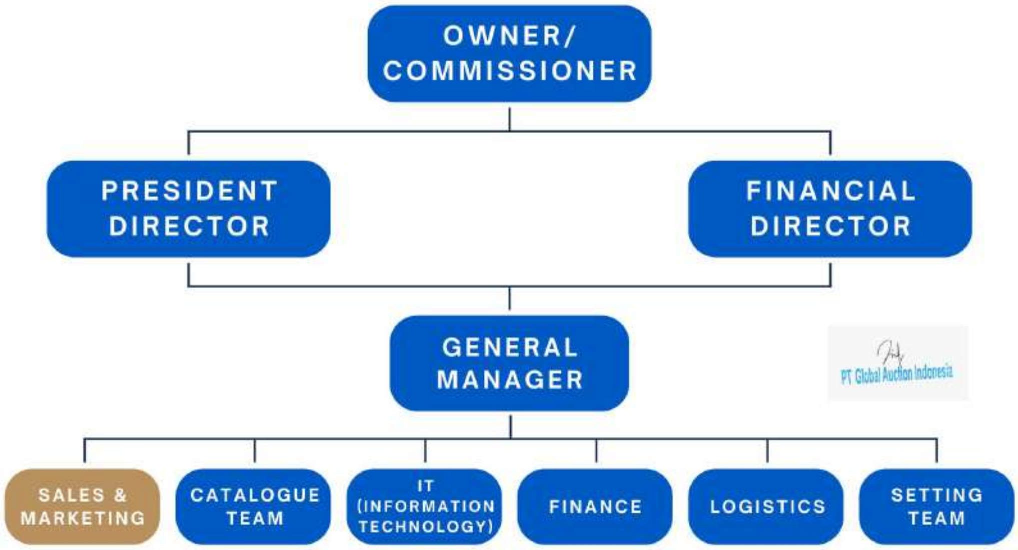


Figure 2.2 Global Auction Organizational Chart

(Source: Data compiled by the intern, signed and generated from interview with General Manager, 2026)

As for the departments, Sales & Marketing are those who are responsible for client acquisition and managing relationships with buyers and vendors, as well as overseeing auction promotions, branding, and market expansion through strategic partnerships and digital initiatives. Within this department, the members are divided into two divisions, one where they are responsible in communicating with clients, while the other is responsible for the company's digital presence and international reach, which is referred to as the social media team. However, these roles are not strict and members usually help each other with the tasks. As the intern's assignments revolve around digital platforms such as content planning and creation, she works most with this department and is considered a part of this division, which aligns with her given role as a Marketing & Communication Intern.

The second is the Catalogue Team. They are those who are responsible for artwork curation, inventory, coordination, and stock management. Aside from this, they also do research, catalogue writing, visual design, and professional photography to ensure high-quality presentation across print and digital platforms. This department works closely with Sales & Marketing as the team needs media (pictures or videos of the artworks) and information (artist's name, description, material, and size) when creating content or communicating with clients.

The third department is Information Technology (IT) who handles digital platforms, online auctions, system development, and provides technical support. As Global Auction hosts an online auction every month, their roles are important in making sure the event goes smoothly. They also make sure to improve customer experience by developing websites and systems that are accessible and easy to understand by potential buyers or clients. The fourth department is Finance. They are those who manage accounting, budgeting, reporting, and financial administration. As for the fifth, which is Logistics, they are those who oversee artwork handling, shipping, storage, and inventory management. Lastly, there is the Setting Team who is responsible for exhibition setup, display arrangement, and on-site preparation for auctions and events.

Overall, although there are lots of departments, each is dependent on each other, making teamwork important. Despite having a visible hierarchy on the chart, the company encourages each member to be proactive. They value democracy and want everyone to freely discuss, be opinionated, and maintain clear communication across all channels. Hence, even though the intern is mostly a part of the Sales & Marketing team, she has frequent contact with all departments.