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### Career Transformation and Entrepreneurship: Business Process Optimization through Internship at PT Sangkara Consulting Group

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#### ABSTRACT

This study aims to analyze the implementation of entrepreneurship internship at PT Sangkara Consulting Group and its impact on students' career development and entrepreneurship. This internship program not only provides students with the opportunity to gain practical experience in the business world but also helps them develop skills that are much needed in entrepreneurship, such as problem solving, risk management, and business strategy development. Although the direct impact on increasing the number of company customers has not been seen significantly in the short term, this study shows that internships play an important role in enriching students' understanding of the business world and improving their entrepreneurial skills. This internship program also opens up opportunities for students to expand their professional networks and make a positive contribution to their future career development.

Through in-depth interviews with students and mentors at PT Sangkara Consulting Group, it was found that internships have a positive impact on the development of students' entrepreneurial skills. However, to maximize the impact of internships on the company's business performance, it is necessary to improve the quality of the program, including the development of internship content and strategies that are more focused on customer development and business process optimization. This internship program provides valuable experience that allows students to not only be ready to face the world of work but also have the readiness to become competent entrepreneurs. Thus, the internship program at PT Sangkara Consulting Group has the potential to make a greater contribution to the development of entrepreneurship and business growth.

## **INTRODUCTION**

Educational institutions, especially universities, have an essential role in forming quality human resources who are ready to contribute to the progress of society and the country. Universities not only function as a place to gain academic knowledge, but also as an arena for developing students' creativity and skills. The main task of universities is to prepare their graduates to be able to face challenges in the world of work and adapt to changing times, and become agents of change that have a positive impact on society (Latif et al., 2023; Perwitasari et al., 2023). In this case, internship programs are important to bridge education with the professional world, while improving the quality and competitiveness of graduates (Ufia et al., 2024).

This internship program is part of the Merdeka Belajar Kampus Merdeka (MBKM) policy implemented by the Indonesian Ministry of Education, Culture, Research, and Technology. In this policy, internships provide students with the opportunity to gain practical experience in the world of work and replace certain courses equivalent to 20 credits (Susilawati, 2021; Zuhri et al., 2022). Through internships, students can learn directly at partner companies or organizations, as well as apply the knowledge they have gained in college. This mission not only helps students improve technical skills, but also soft skills such as communication skills, creative thinking, and problem solving, which are very much needed in the professional world (Ufia et al., 2024).

The MBKM policy also allows students to take courses outside their study program and carry out learning activities outside of college, including through internships. With three semesters that can be taken outside of the study program, students have the flexibility to expand their knowledge and experience in various fields, including entrepreneurship, which is increasingly attracting many students (Latif et al., 2023). This encourages students to develop practical skills that are in line with the demands of a dynamic and rapidly changing world of work (Winata & Saraswati, 2023).

In addition to students, internship partners also play an important role in the success of the program. Partner companies or organizations not only provide a place to study for students, but also obtain trained and potential workers (Rusmayadi & Hariwibowo, 2023). By exploring the potential of students, companies can recognize their abilities for possible future recruitment, creating a win-win situation where companies get ready-to-use workers, and students gain valuable experience that can increase their job opportunities after graduation (Aksa, 2023).

Sangkara Consulting Group is one of the companies that provides internship opportunities in the field of entrepreneurship, which is becoming increasingly attractive to individuals who want to create new business opportunities. In this internship program, students are directly involved in various business projects and company development, enriching their understanding of business aspects such as marketing, product development, and financial management (Manik et al., 2022). With this experience, students can prepare themselves to become prospective entrepreneurs who are ready to face challenges in the highly competitive business world (Mastuti et al., 2023).

The implementation of entrepreneurship internships in the MBKM program is very strategic in preparing students to enter the business world with supporting practical skills. This program not only helps students develop a practical understanding of business processes but also provides opportunities for companies to find and recruit competent workers in their fields. Thus, entrepreneurship internships can be a mutually beneficial solution for all parties in the context of business and entrepreneurship development in Indonesia (Winata & Saraswati, 2023).

## **RESEARCH METHODOLOGY**

This study uses a qualitative approach with a case study method to analyze the implementation of internships in optimizing business processes and their impact on career transformation and entrepreneurship at PT Sangkara Consulting Group. Case studies were chosen because they can provide a deeper understanding of the experiences of interns in facing the challenges of the world of work, as well as how the internship contributed to the development of their entrepreneurial

skills. In this study, data were collected through in-depth interviews with students who participated in the internship program and mentors or parties involved in managing the internship at PT Sangkara Consulting Group. This interview aims to explore the experiences, feelings, and knowledge gained by students during the internship program.

In addition, this study also uses participant observation as a method of data collection to directly observe the interaction between students and mentors, as well as student involvement in business processes that occur in the company. This observation allows researchers to gain further insight into the implementation of internship activities and the application of skills learned in the professional world. After the data was collected, the analysis was carried out using thematic analysis, where researchers identified key themes related to the internship experience, challenges faced, and the impact of the internship on the career development and entrepreneurship of interns.

The validity of the data is maintained by conducting source triangulation and method triangulation, where data is collected from various sources (students and mentors) and using more than one data collection method (interviews and observations). This method allows the study to obtain more valid and reliable results. With this approach, this study is expected to provide a clear picture of how internships can optimize business processes and accelerate the development of entrepreneurial skills, as well as their impact on students' career transformation in the professional world.

## RESULTS AND DISCUSSION

### Results

This study aims to analyze how entrepreneurship internships at PT Sangkara Consulting Group contribute to students' career and entrepreneurship development, as well as how internships can optimize business processes in the company. The results of in-depth interviews conducted with several student interns and mentors at the company showed that the internship program had a positive impact on the development of participants' entrepreneurial skills (Febrianti et al., 2023; Puro et al., 2023). However, the effect of internships on increasing the number of customers in the business process was not seen significantly in the short term, but the impact was more pronounced in the development of skills and a deeper understanding of business by students (Lantu et al., 2021; Tam et al., 2021). The transcript of an interview with one of the mentors at PT Sangkara Consulting Group revealed that the internship program provided students with hands-on experience in managing business operations, developing marketing strategies, and participating in data analysis (Elferik & Al-Naser, 2021; Tam et al., 2021).

The mentor's statement at PT Sangkara Consulting Group stating, *"This internship is very useful not only for students studying in the business world, but also for our company in exploring the potential and talents of young people"*, reflects the importance of internships in bridging theory and practice and preparing students to face the competitive world of work (Ghofur et al., 2019; Puro et al., 2023). The internship program at PT Sangkara Consulting Group provides students with the opportunity to broaden their understanding of the business world and innovations in the industry. They are directly involved in the company's operational processes, from project management to marketing strategy development (Mustofa et al., 2021; Vodă & Florea, 2019). This practical experience allows students to develop skills that are much needed in entrepreneurship, such as problem-solving, risk management, and business strategy development (Garavan et al., 2022; Wilson, 2020).

One of the biggest benefits of an internship at PT Sangkara Consulting Group is the development of students' entrepreneurial skills. They learn how to manage and develop a business, as well as implement effective strategies to achieve company goals. Students are involved in various entrepreneurial activities, such as market research, product development, and financial

management (Čapienė & Ragauskaitė, 2017; Salkynbayeva et al., 2025). Although the impact of the internship on the development of the number of customers has not been seen directly and significantly, this internship program greatly contributes to students' understanding of the dynamics of the business world and how to manage a company (Ahmed et al., 2020; Baldan et al., 2024). The internship experience helps students develop critical and creative thinking needed to face challenges in the highly dynamic world of entrepreneurship (Ju & Zhu, 2023; Pierre et al., 2023).

Therefore, companies and universities need to continue to improve the quality and effectiveness of internship programs by providing more opportunities for students to be directly involved in activities that lead to the development of their entrepreneurial skills (Angulo et al., 2022; Indira et al., 2024). Overall, the entrepreneurship internship program at PT Sangkara Consulting Group has made a major contribution to students' career development and business process optimization in the company (Ivana et al., 2017; Tam et al., 2021). Although the direct impact on increasing customers still needs to be improved, this internship is very valuable in preparing students to enter the business world (Galliara et al., 2022; Nabi et al., 2017). The practical experience they gain will be an important asset in facing the challenges of the increasingly complex world of work and entrepreneurship (Nabi et al., 2017).

## **Discussion**

This study aims to analyze the impact of the entrepreneurship internship program conducted at PT Sangkara Consulting Group on the development of students' careers and entrepreneurship and how internships can optimize the company's business processes. Based on the results of interviews with student interns and mentors at the company, it was found that although internships have a positive impact on the development of students' entrepreneurial skills, their influence on increasing the number of customers in the company's business processes is not very significant in the short term (Sabirin et al., 2018). This shows that although internships provide invaluable practical experience for students, direct impacts on business performance such as increasing customers may take longer to be seen (Zuo et al., 2019).

Interview results with mentors at PT Sangkara Consulting Group clarify the important role of internship programs in providing students with the opportunity to gain hands-on experience in managing a company's business processes. According to company mentors, internships not only benefit students in preparing them for the world of work, but also provide benefits for companies in exploring the potential and talents of young people (Ebner et al., 2021). This reflects the importance of internships in bridging the gap between the theories taught in college and the practices faced in the professional world (Naidoo et al., 2013). The practical experience gained by students during these internships plays a major role in preparing them to face complex and dynamic business challenges (Fernández-Repollet et al., 2018).

The internship program at PT Sangkara Consulting Group also provides students with the opportunity to broaden their horizons about the wider business world. Students are directly involved in the company's operational processes, from project management to marketing strategy development (Thompson et al., 2021). This experience allows them to develop skills that are much needed in entrepreneurship, such as critical thinking skills, risk management, and the ability to design effective business strategies (Ameen et al., 2021). With these skills, students are prepared to face the challenges they will encounter in the professional world and to start their own businesses in the future (Telang-Chaudhari & Baxi, 2024).

In addition, internship programs also expand students' professional networks. Students have the opportunity to interact directly with experienced professionals, mentors, and colleagues in the company, which enriches their experience in communicating and working together in a business environment (Rothman & Sisman, 2016). The professional networks they build during these internships can open up job opportunities in the future, either as permanent employees in the company or through other business collaborations (Howell et al., 2019). This interaction is very

important for students who want to enter the business world, because a strong network can be the key to their future success (Maşalacı, 2024).

One of the biggest benefits found from the entrepreneurship internship at PT Sangkara Consulting Group is the development of students' entrepreneurial skills. Through their involvement in various business activities, such as market research, product development, and financial management, students can learn the ins and outs of how businesses operate (Ying et al., 2023). This hands-on experience is invaluable for students who want to start their own businesses, as they gain not only theoretical knowledge but also practical insights that can be applied in the world of entrepreneurship (Patel et al., 2021). The development of these entrepreneurial skills will strengthen their readiness to face the increasingly competitive business world (Barnett, 2012).

Although the impact of internship programs on increasing the number of customers is not very significant in the short term, the results of the study show that the influence of internships on students' understanding of the business world and how to manage a company is very large. Internships help students develop the skills needed to face the challenges of the dynamic world of entrepreneurship (Smith et al., 2023). Therefore, companies and universities need to improve the quality and effectiveness of internship programs by providing more opportunities for students to be directly involved in activities that lead to the development of their entrepreneurial skills (Gamboa et al., 2020).

Overall, although the direct impact on increasing the number of customers has not been fully seen, the entrepreneurship internship program at PT Sangkara Consulting Group has made a major contribution to students' career development and optimization of the company's business processes. The practical experience gained during the internship is very useful for students to prepare themselves for the increasingly complex world of work (Brandt et al., 2023). Therefore, PT Sangkara Consulting Group can continue to develop this internship program to make a greater contribution to the development of quality human resources in the field of entrepreneurship, which in turn will benefit the company and the economy as a whole (Tse, 2010).

## CONCLUSION

The entrepreneurship internship program implemented at PT Sangkara Consulting Group has made a significant contribution to the development of students' entrepreneurial skills and their understanding of the wider business world. Although its impact on increasing the number of customers in the short term is not very significant, this internship provides students with the opportunity to gain valuable practical experience in managing various aspects of a company's operations. This hands-on experience not only prepares them for the challenges of the working world, but also hones skills that are essential for entrepreneurship, such as problem-solving and risk management.

Overall, although there is a need to improve the impact of internships on increasing the number of customers, the program still provides great benefits in equipping students with practical skills that are relevant to the business world. With the increasing involvement of students in real business processes and the expansion of their professional networks, this internship program has great potential to support students' career development in the field of entrepreneurship. Therefore, PT Sangkara Consulting Group can continue to develop and improve the quality of the internship program to be more effective in meeting their educational and business goals.

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