

Academic and Industrial Collaboration: USMI Management Students at Toba Pulp Lestari

The Management Study Program of the Faculty of Economics and Social Sciences, Universitas Sari Mutiara Indonesia, successfully conducted an industrial visit to PT Toba Pulp Lestari, Tbk (TPL), located in Pangombusan Village, Parmaksian District, Toba Regency. The visit took place over two days, on Tuesday, July 16, and Wednesday, July 17, 2024, involving 65 students divided into two batches.

At the beginning of the visit, students received a briefing and an introduction to the company from Ricky Hutapea, Corporate Communication Management Officer, accompanied by Fransiska Purba and Syahrani. Ricky Hutapea stated that this visit was a form of corporate transparency and supported the *Merdeka Belajar* learning program initiated by the government.

"TPL is committed to continuously collaborating with various educational institutions as part of its corporate social responsibility and efforts to create high-quality human resources. Industrial visits like this are one way to realize this commitment, with the hope of inspiring and motivating the younger generation," Ricky explained.

During the visit, participants toured the factory, the Wastewater Treatment Plant (WWTP), and the Central Nursery, and were introduced to the *intercrop* program at Pondok Bina Tani (PBT) by Hema Butar-Butar, Community Development (CD) Officer. Through these activities, students gained in-depth insights into how TPL implements sustainable and environmentally friendly production management.

One of the participating students, Jhon Piter Sitorus, expressed, “We are very grateful for this industrial visit. We gained new knowledge and, in the future, can be at the forefront in conveying facts and countering negative issues about TPL.”

Elisabet Tambunan, Head of the Management Study Program, who also accompanied the students on this visit, shared her appreciation, saying, “This industrial visit is a valuable experience for our students. They not only learn about production management but also witness firsthand how a large company operates. We hope that activities like this will continue to enrich students' knowledge and experience.”

This industrial visit is expected to contribute positively to the competency development of Management Study Program students while strengthening collaboration between academia and industry. The Faculty of Economics and Social Sciences, Universitas Sari Mutiara Indonesia, remains committed to providing holistic and relevant learning experiences for its students.