

CHAPTER II

THE GENERAL DESCRIPTION OF DEEP INSIGHT'S

In this chapter, the writer will elaborate description about Deep Insight's event organizer. Deep insight is an event organizer who is promoting and inviting many overseas performers. It was established on March 2000 in Bandung. The location of the organizer is Pasundan Street / 24th Palaguna building block A Bandung.

The historical background of Deep Insight's organizer began from the owner's idea, who is the ex-guitarist / bassist Disgorged Organs, Morbus Corpse and Balcony, to maintain the existence in underground scene. Up to now Deep Insight has made an events. Some events held by the organizer will be described as below:

- The organizer has succeeded make an events by local performs on 2000 until 2003
- The next events held was invited Asia performers from Singapore 'Impiety'
- Finally, they were invited America performers to perform in Bandung on May 1st and 2nd on 2004.

Nowadays, Deep Insight is one of the event organizer focused on arranging the show in Bandung, West Java. Besides, the other purpose of organizer is to build a trust to the overseas performers that Indonesia is a good place for overseas performance to make a show.

Deep Insight's Organization have six departements. First department is Director which is taking a responsibility for whole the events and payment. Second is Production Manager which is responsible to the process of the events behind the scene. Third is Event Manager which is responsible to hold an events. Next, Public relation which is responsible to make a good relation with the client and offer the events. Marketing which is responsible to make promotion about the Deep Insight's organizer. Merchandiser sells all the merchandise of Deep Insight. And here are the jobholder of each departement :

1. Andi Jatniko Aka Eko Insight as Director
2. Wahyu Mulyana aka Wahyu Insight as Production Manager
3. Agus Nurrohman aka Agus Insight as Event Manager
4. Prasetya Nugraha as Public Relation
5. Ridwan Sulistyo as Marketing
6. Gory Setio as Merchandiser

The writer was posted in the Production Manager department. This department takes in charge in the process of the events behind the stage. Besides, arranging the steps to make the events success, the department is responsible to reply an email from the client and arrange incoming and outgoing email. During the job training, the writer has a responsibility to reply to the client. After replying the email, the writer collects all the incoming and outgoing email as the organizer draft. And then the writer rewrites that email into a good business letter based on business correspondences standard.