CHAPTER II

THE BUSSINESS OF PT. METROPOLITAN LAND

In this chapter the writer will explain about general description of PT. Metropolitan Land (METLAND) such as history of PT. Metropolitan land (METLAND), Job training position, coordination and responsibilities.

2.1 The description of PT. Metropolitan Land

PT. Metropolitan Land Tbk (METLAND) was established on February 16, 1994, and commenced its operations on October 28, 1994. Since then, the company keeps focusing on residential and commercial development. The success of METLAND nowadays is shown in customer satisfaction, good quality of products, professional management and also good relationship with subsidiaries environment and partnership. PT Metropolitan Land has some projects at around Jakarta such as METLAND Menteng, METLAND Puri, METLAND Transyogi, METLAND Tambun, METLAND Cileungsi and METLAND Cibitung.

As a trusted development company, PT. METLAND has experienced more than 15 years in the property sector. This success is mainly because of their capability in delivering finest property products for customer satisfaction.

In developing their properties, PT. METLAND not only builds quality housing, but also helps to create a beautiful and comfortable environment with the concept of green living.

2.2 Job Training Position, Coordination and Responsibilities

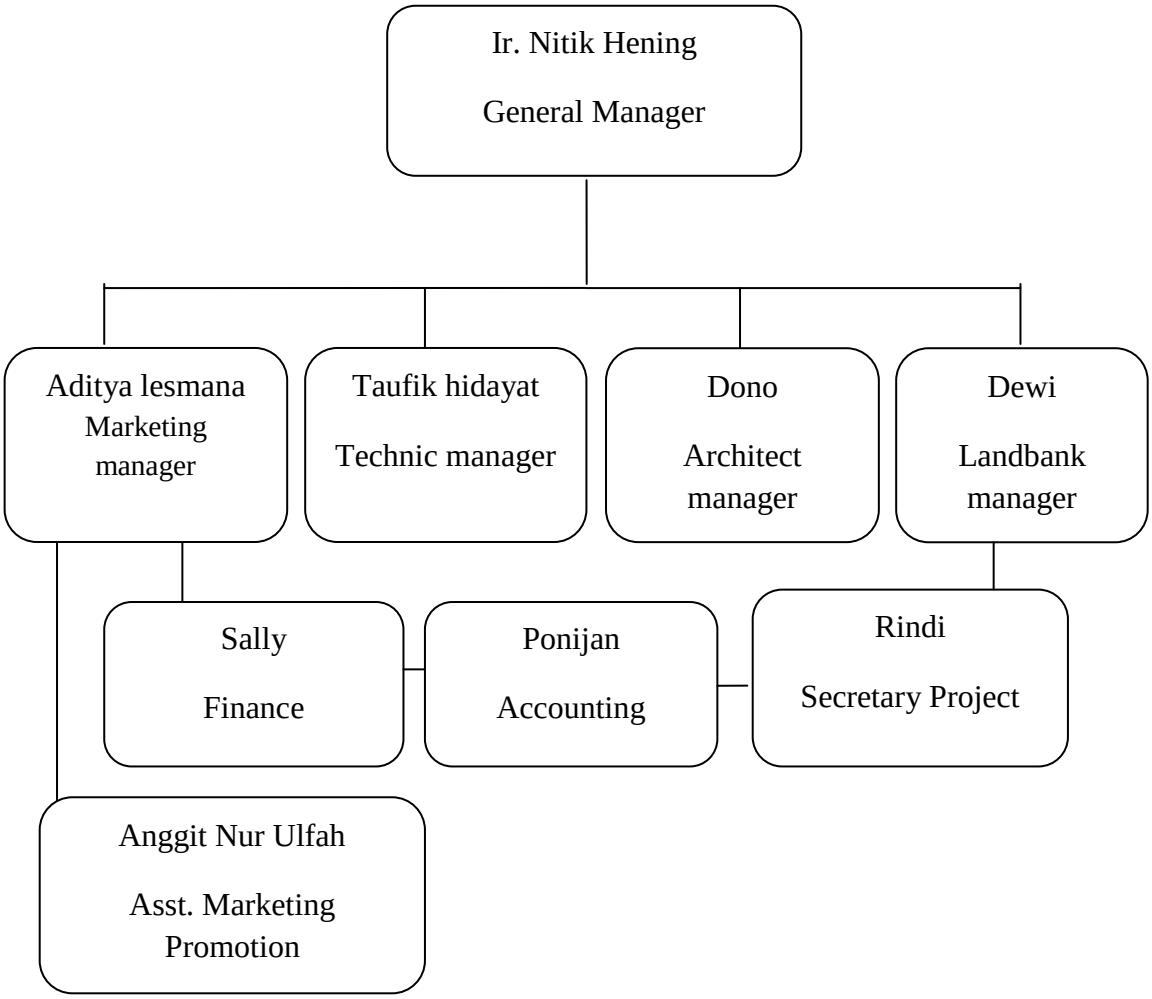
2.2.1 The Job Position

The writer's position in doing the job training was as an assistant of marketing promotion division at PT. METLAND Cibitung. The writer explained some brochures to customers who wanted to know the specification about the products. The products were houses with variant types. Thus, costumers often asked about prices, facilities, and the material of the houses.

2.2.2 The Coordination

In doing the job training, the writer was coordinated with three counselors. The first counselor of this job training was Mr. Nitik Hening as a general manager who gave the writer permission for doing the job training in PT. METLAND Cibitung. The second was Mr. Aditya Lesmana, he is a manager marketing who guided the writer to face costumers, and was tell contained of the symbols in any brochures, and the price ranges on any type of houses. The last was Mr. Dikdik

Kurniawan, he is an inspector who helped the writer to know detail specification of houses when the writer came to the project at the field. To know more detail about the writer's coordination, let's see the organization structure below.



2.2.3 Responsibilities

The writer's position in doing the job training was as an assistant of marketing promotion. The writer was guided by Mr. Aditya Lesmana as

marketing promoting manager. The writer explained some brochures to customers who wanted to buy the product and gave the detail to costumers about rules of the company such as the costumers should pay for the land first then the company will build the house.

Based on the fact above, it was important to the writer as the marketing promotion to know and understand about the brochure because from the brochure customers will get a lot of information about the house. Also, we should keep persuading the customer to build his/her interest to buy our products.