CHAPTER I

INTRODUCTION

1.1 Background to the Topic

Nowadays entrepreneurship has become popular for people to make a living. A lot of people have turned into an entrepreneur. Entrepreneurship itself is a business at any kind of fields and the person who runs the business called the entrepreneur. It is popular now because there are many successful people being an entrepreneur and their success is even higher than the professionals are. Therefore, the writer took a chance to execute entrepreneurship by producing English poster.

In producing English posters, the writer was in charge in materials processing. The writer received orders from consumers and searched the materials that would be handed to the design section. In receiving orders, the writer found an interesting fact that ordered posters from beginners should be equipped with pictures. Therefore, the writer chose the title "Pictures Application on Si Dupan Poster to Help Beginner Learning English" for the job training report.

As a student in a university, one of the requirements that the writer should do is taking a job training course. This course is executed to apply students' ability of what they have already learned or will. Since in English Department of Indonesia University of Computer (UNIKOM) the entrepreneurship course is executed in the 8^{th} semester, however, the job training course which has options whether to execute job training in a company or entrepreneurship is in 7^{th} semester. It is the first time for English Department of UNIKOM to give

entrepreneurship option in job training course. Since this is a new one, the writer feels necessity to answer the challenge of taking entrepreneurship for job training course.

Since it is allowed for students to take entrepreneurship by group, the writer took it with other five students who also chose entrepreneurship. The job training course took time in holiday and the six of us are from out of town where we live each in a small town or a village. Therefore, we came up with the idea to build a company that produce English posters and sell them in our hometown when we take our holiday. We named our company Si Dupan Poster (SDP).

1.2 Scope

The scope for this job training report will be focused on how pictures application can help English learners inbeginner level.

1.3 Objectives

Some objectives in this job training report are:

1. to fulfill job training course in the 7^{th} semester,
2. to answer the challenge on taking entrepreneurship as job training,
3. andto describehow pictures are applied on SDP posters to help beginner in learning English.

1.4 Significant to Knowledge

This report is expected to give explanation about the application of pictures on SDP posters as a media to learn English based on the writer's experience when he did job training. This report also can be used as a reference for those who will take entrepreneurship as a job training course.

1.5 The Framework of the Theory

The use of pictures as a media to learn especially for beginner is effective as it is stated in a book called *How To Master English*:

> *La Methode Intuitive, dinamakan juga metode pancaindra, yaitu pada permulaan pelajaran guru harus bercakap-cakap dengan murid-murid dimulai dari benda dan gambar yang dapat dilihat dengan mata begitu pula pekerjaan yang dilihatnya sehingga dapat didengar dan ditiru oleh mereka.* (Drs. Ahmad Izzan, M.Ag. & FM Mahfuddin, 2008: 4)

It is explained in *La Methode Intuitive* that in the early of learning one of the media that can be used to learn is a picture so that the learners will capture what they see and remember it.

1.6 Research Method

Research Method used in this report is a descriptive method. The writer feels that this method is appropriate since this report is purposed to describe the data mattered as it is explained by Dr. T. Fatimah Djadjasudarma:

> *Metode penelitian deskriptif adalah metode yang bertujuan membuat deskripsi; membuat gambaran, lukisan secara sistematis, factual dan akurat mengenai data, sifat-sifat serta hubungan fenomena-fenomena yang diteliti.* (Dr. T. Fatimah Djadjasudarma, 1993:8)

1.7 Place and Time

The office of Si Dupan Poster was at Jl. Tubagus Ismail Bawah No. 40 Bandung. Writer's job desk beside in charge in materials processing was also to help promoting and designing the posters. The promotion took time since the early in July, and it was still on until the end of august, however, the materials processing and designing only took time in the second and the third weeks of July. There was no office hour in Si Dupan Poster.