CHAPTER I

INTRODUCTION

1.1 Background to the Topic

Job training is one of the subjects in 7th semester in English Department of Indonesia University of Computer. The students have to fulfill this subject by working on the company or creating the entrepreneurship business. The writer then decided to take the entrepreneurship for his job training. The writer established the company running the business on English poster printing. By doing this job training, the writer got experience on managing the company; furthermore, the writer also learned how to make the successful company.

In order to make the successful company, there are many things that have to be managed. One of the most important things is promoting. Promoting is very important for the company to get the customer. There are many ways for the company to promote their products. Nowadays, the grown of social media on internet has made a new space in promoting. One of the most popular social media is Twitter. Promoting on Twitter is very promising because there are many people use it. However, it is not easy or even tricky because Twitter forces us to make a short and simple sentence. Therefore, the use of declarative sentence will be the effective way to promote on Twitter. Moreover, by using the creative declarative sentence, the company will easily get the intention from the potential costumer.

Based on the explanation above, the writer decided to raise the topic “the use of declarative sentence in promoting poster on Twitter” for job training report.

1.2 Scope

This paper describes the use of declarative sentence when promoting poster on Twitter. The data is taken from the job training which was done by the writer.

1.3 Objectives

The purposes of writing this topic and the purposes of this job training are mentioned sequentially:

1. To describe the use of declarative sentence in promoting poster on Twitter during the training job in Si Dupan Poster
2. To acquire the experience on managing the company
3. To fulfill the subject of job training in English Department of Indonesia University of Computer

1.4 Significant to Knowledge

The writer hopes that this paper will be useful for the reader to expand their knowledge about the method of promoting using the declarative sentence on

internet, especially on social media Twitter. In addition, this paper is expected to give a reference for students who take entrepreneurship field in promoting their product on Twitter using the declarative sentence.

1.5 The Framework of the Theory

Promoting on a social media is different from promoting in other fields. It is necessary to make the promotion simple, to the point, casual, and friendly style as stated by Gardner:

> *Keeping the writing in your blog short, to the point, and useful. You don't need to finely craft every word; in fact, levity and a casual, friendly style can serve you well.* (2005: 20)

In order to make that kind of promotion, the writer then chooses a declarative sentence. In the book "How to Get More Effective Advertising More Efficiently," Mel Sokotch stated:

> *Positioning is simply, and ultimately, what the marketer wants the brand to stand for in the customer's mind, and that's done best with a short declarative sentence.* (2006:6)

The statement above shows that the best way to make a positioning of a company is using a declarative sentence. Promoting is a kind of positioning, so it means that a declarative sentence is a good way for promoting.

Therefore, the writer uses a declarative sentence to promote poster on Twitter. The writer made a declarative sentence in a short and straight to the point style as it was stated by Gardner. In addition, the writer also made it in a casual and friendly style to get more atention from the customer.

1.6 Method

The method used in this paper is descriptive method. Ariola (2006: 47) states that *"the purpose of the descriptive method is to describe "what is". It deals with the prevailing condition of objects, people, and events"*. Thus, in this paper, the writer will describe and explain many kinds of the declarative sentence used to promote poster on Twitter during the job training.

1.7 Place and time

This job training was held in Si Dupan Poster at Jl. Tubagus Ismail Bawah no. 40, Bandung, West Java. It was conducted on July 1, 2011 to September 14, 2011.