CHAPTER II

THE BUSINESS OF SI DUPAN POSTER

2.1 The General Description of Si Dupan Poster

Si Dupan Poster, a blend of Sastra Inggris Dua Ribu Delapan Poster, is a company which was established on July 2011 in Bandung. It located at Jl. Tubagus Ismail Bawah no. 40, Bandung, West Java. The company produces the educational poster about English lesson material for the beginner.

The establishment of this company based on the fact that the students need various media to help them in learning English. The tool which is commonly used by student today is an old-fashioned book, and it makes them feel reluctant to learn from it. Therefore, the company provides the simple and nice poster as an alternative media in learning English. The students will learn some specific English materials easily from this poster.

The production of the poster started with the survey and the promotion to the potential customer led by the promotion manager. After that, the material-processing manager processes the result of survey, and the design manager put it into a nice poster. The production manager then prints it at Tirta Anugrah Digital Printing, Jl. Tamansari No. 65c Bandung. Finally, the transportation manager distributes posters to the customers.

2.2 Position and Coordination

2.2.1 Job Position

The position of the writer in Si Dupan Poster is a leader of the company. The writer also worked as a financial manager and material-processing manager.

2.2.2 Coordination

During the job training, as a leader of the company, the writer coordinates with all managers, including design manager, promotion manager, material-processing manager, production manager, and transportation manager. The writer gave the instruction to them and collected the report from them. In the end of the production time, the writer also evaluated their performance when running the company and evaluated the products which had produced by the company.

2.3 Responsibilities

As a leader of the company, the writer had responsibilities to lead the business of the company and to give the instruction to all managers. Moreover, the writer also had to promote the product and to arrange the financial report of the company.

Although there were several responsibilities received in this job training, this paper was only focused on the poster promotion on Twitter.