CHAPTER I

INTRODUCTION

1.1 Background

English has been the main subject on educational curriculum in Indonesia. According to the article in The Jakarta Post, paper edition, on July 27th 2010 the curriculum of education has changed frequently, especially in English. Started from 1990's learning English was begun in the first grade of junior high school. However, it has been changed by the new curriculum that learning English is started in the first grade of elementary school or even once said that children in several play-groups or kindergartens are being started. As the result, it is better to start learning English earlier.

Being able in English has been one of requirements to enroll the children in several elementary or junior high schools. For example in Jakarta, there have been many schools expect the children should be able to speak several basic English words before the parents enroll their children to the elementary and junior high school.

The main subject of English in elementary or junior high school is strongly related to the subject that is important to learn for the first time. We have looked up based on curriculum on several elementary and junior high schools, English learning materials that are required such as, question tag, regular/irregular verb, vocabulary, and tenses. Particularly, the tense is one of the important subjects to

learn because it can aid the children to get accustomed in making daily conversation as what the curriculum expects.

For that reason, Si Dupan Poster is a company which we have built to fulfill the job training as the one of academic activities which is taken by every student at the seventh semester in the English Department of Indonesia University of Computer. This company is manufacturing educational English poster, especially for the beginner who wants to learn English.

We have built this company because we observed that the process of learning English is still using conventional media, such as book, student worksheet and etc. We think that it can hardly aid the children to learn English more fun and more easily, even more when the children easily bored with the subject. The company provides the new innovation in learning English, especially in understanding how to use English tenses correctly.

Other than that, the writer also can apply the writer's English skill and entrepreneur knowledge which was gotten in the university.

1.2 Scope

This paper analyzes English tenses used in marketing poster on Facebook. The data is taken from tab *note* on Facebook which contains poster advertising, in the following address, www.facebook.com/donna.pradana.

1.3 Objectives

The objectives of the job training are:

1) To analyze tenses and advertising language in promoting poster on the writer's Facebook account
2) To acquire experience in managing the company
3) To report the job training that had been conducted

1.4 Significance to Knowledge

The writer expects this paper would help in understanding how to use the appropriate tenses on advertising language, especially using English in the field of entrepreneurship.

1.5 The Framework of Theory

In this frame of theory, the writer uses the theory of the present tenses. According to Longman English Grammar (pg. 162) the present tenses consist of:

1) Simple present tense
2) Present perfect tense
3) Present continuous tense
4) Present perfect continuous tense

After the data have been revised, the writer also applies several theories how to make advertising language from an article 'Marketing Basics, Advice and Tips' based on www.entepreneurship.com which states:

1) The advertisement language should get to the point and fast.

2) Use an effective advertisement language in order to make people easily understand.

1.6 Research Method

The methods used by the writer, are the qualitative and descriptive method. Gogdan and Biklen (1982,p.145) stated qualitative data analysis as *"working with data, organizing it, breaking it into manageable units, synthesizing it, searching for patterns, discovering what is important and what is to be learned, and deciding what you will tell others".* Best (1982:162) as cited Hartoto (2009) define that "*Metode penelitian deskriptif merupakan metode penelitian yang berusaha menggambarkan dan menginterpretasi objek sesuai dengan apa adanya*". It means that this method is focused on systematic description regarding the data found during identification of tenses on promoting poster on Facebook. The data obtained are sequenced as follows:

1. Collecting data on Facebook Note which contains advertisement poster
2. Analyzing the advertising language
3. Revising the advertisement by using tenses and advertising language correctly

These several steps further will be described in Chapter II.

1.7 Place and Time

The writer did the job training in the office of Si Dupan Poster which is located at Jl. Tubagus Ismail Bawah No. 40, Bandung. It was conducted on July 1st, 2011 to September 14th.