CHAPTER II

THE BUSSINESS OF SI DUPAN POSTER

2.1 The General Description of Si Dupan Poster

Si Dupan Poster is abbreviation for *Sastra Inggris Dua Ribu Delapan Poster*. This company which was built by five students in SI-08 established on July 2011 at 40 Tubagus Ismail Bawah Street, Bandung, West Java. We built this company to fulfill job training on entrepreneurship. This company is focused on producing educational English poster for beginner.

This company works on gathering and printing English poster. The materials are those that are required by the students who are in elementary and junior high school. We have observed that many students still use conventional media, such as book, student worksheets and etc. In this case, we found new innovation to learn English more fun by using posters which contain English language learning materials with some attractive pictures and simple understanding example materials in order to facilitate students in learning English.

The company did printing all the posters at Tirta Anugrah Digital Printing, which is located 65c Taman Sari Street, Bandung, West Java. Printing posters was done by the design manager and transporting manager. The posters which have already printed were promoted by the promotion manager to several stationeries.

In marketing, the company provides a variety ways of ordering. The most effective one is ordering by online, such as via email, telephone, Facebook,

Twitter and any other social networking; like blogs which the company made based on promotional needs.

2.2 Job Position

The writer's job position on Si Dupan Poster is promoting manager, who takes part to promote the posters which contain English learning materials on Facebook.

2.3 Coordination

During the job training, the writer coordinates with the leader of the company to get the instructions in promoting poster. The writer also coordinates with design manager to obtain the data of posters for being promoted on Facebook.

2.4 Responsibilities

As the promoting manager, the writer had responsibilities to promote poster on Facebook after the data has been taken from design manager of the company, this is the job given by the leader of the company. It was conducted on 23rd of August to 15th of September. Several responsibilities had been obtained in promoting English poster as follows:

1. Prepare the writer's Facebook account as media of promotion, here are the steps in preparing it:
    a. Prepare the data of posters in D:/data_poster which will be uploaded

b. Open the browser, ‘Mozila Firefox’
c. Type in status bar www.facebook.com
d. Log in with the writer’s email and password himself, ava_dayz@yahoo.com.

2. Make the note containing advertisement in Facebook, here are the steps:
   a. In Home screen, click and go to ‘profile’
   b. Choose the tab ‘note’ in left side
   c. Create new note
   d. Determine the subject of the note ‘Advertising Poster’
   e. Create an advertisement in a blank form
   f. Upload the data of the posters to Facebook as image format (.jpg)
   g. Click the button ‘publish’
3. Share the promotion to others Facebook users, here are the steps:
   a. Tagging the advertisement to others Facebook users, by typing the name in the note for noticing them about this advertisement, in a persuasive language
   b. Sharing to several others Facebook users by directly posting to their own profile.
4. Promote and market the posters via online through Facebook, here are the steps:
   a. Explaining the English educational posters to several Facebook users in order to give information
   b. Making a deal with prospective buyers by chatting in Facebook.

c. The chatting contains the questions of price, the outlets, and some ordering.
d. Recommended him/her to come over to ‘Toko Soneta’ if the buyer is in Cianjur Area and to “SDP Office’ at Jl. Tubagus Ismail No.40 for Bandung Area.
e. Sale the posters in ‘Toko Soneta’ and ‘SDP Office’.