CHAPTER I

INTRODUCTION

1.1 Background to the Topic

As a student in a university, the writer should do job training as one of requirements to fulfill one of the subject in 7th semester in English Department of Indonesia University of Computer. Therefore, the writer decides to take the entrepreneurship for his job training. The writer chooses this job because there are many profits will be gained by working in this business. And then, the writer establishes the company that run the business on English lesson poster printing.

English lesson poster is a poster containing some attractive pictures and some lessons about English such as; profession, tenses, irregular noun etc. It's caused in this modern era, English is one of important thing to be learned. There are several ways to learn English lesson; one of them is learn by using a poster. To introduce the poster for the costumer, a social network as one of tool is used.

A social network is used as a tool to introduce the poster because in this century, social network is one of important thing for human life. It's caused that social network is always described as key position to technological development in the world. Nowadays, social media network has become popular to make entrepreneurship such as; Twitter, Google, Kaskus, Blog, Facebook, Friendster, etc. They are very popular and many people use them because with them we can easily access everything that we want. One of the popular media is Blog. Besides

easily to be managed, Blog is more often viewed by millions users. The use of Blog can help the company to get the success. On Blog we can promote the product by using an essay. A kind of essay used is persuasive essay that it will be effective way to promote the products.

According the explanation above, the writer decides to use the topic "The use of persuasive essay on Blog to promote poster" to fulfill this report.

1.2 Scope

This paper will describe one of the ways of advertising in social network that focuses on the use of persuasive essay when promoting poster on Blog.

1.3 Objectives

The objectives of this job training report are:

1) To describe the persuasive essay in promoting poster on Blog.
2) To acquire experiences in managing the company

1.4 Significant to Knowledge

The writer expects this job training report will be useful in developing student skill for understanding about promoting on internet especially on social

media Blog by using persuasive essay. 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

In this frame of the theory the writer uses the theory of the persuasive essay, as it is stated in a book called *How to Write an Essay*:

> *"Most essays are persuasive in nature—that is, the writer is trying to convince the reader of something, even if it's factual".* (Gabriel Arquilevich, 1999: 46)

It means that this method is focused on persuasive essay that is used to promote the product.

1.6 Method

The method used by the writer is a descriptive method. This method is the correct method to this report, as explained by Fatimah Djajasudarma:

> *"metode deskriptif merupakan gambaran ciri-ciri data secara akurat sesuai dengan sifat alamiah itu sendiri. Data-data yang dikumpulkan bukan berupa angka-angka melainkan berupa kata-kata". (2006.16)*

In this case, the writer will explain and describe about persuasive essay that is used to promote on Blog.

1.7 Place and Time

This job training is held in Si Dupan Poster. The office of this company is at Jl. Tubagus Ismail Bawah No. 40 Bandung. It is conducted on July 1st, 2011 to September 14th, 2011.