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* is a company which was established on July 2011 in Bandung. It's located at Jl. Tubagus Ismail Bawah no. 40, Bandung, West Java. We built this company to fulfill job training in 7th semester. This company is focused on promoting and producing English lesson posters for beginner.

The first way to run this company is promoting. Promoting is part of business strategies. Similar with promoting, producing is the important thing to run this company. Before producing the poster, we try to find out some difficulties in learning English for beginner. And then we try to give solution by producing some English lesson in the poster form.

After we have observed the problem, we find that many students still use conventional media, such as book or student worksheet. It makes the student feel bored to learn English. In this case, we find a new innovation to learn English more fun by using posters which are more simply. This poster contains some attractive pictures in helping student to understand some specific easily materials. The posters produced by Si Dupan Poster are according to consumers' order.

The company prints all posters at Tirta Anugrah Digital Printing, which is located at 65c Taman Sari Street, Bandung, West Java. The production of the

poster starts with the survey and the promotion to potential costumer led by the promotion manager. After that, the material-processing manager processes the result of survey, and the design manager puts it into a good poster.

In marketing process, the company provides a several ways of ordering, such as direct or via online ordering. The most effective way is ordering via online, like as via Email, Facebook, Blog, Twitter, Kaskus and any other social media on internet.

2.2 Job Position

The writer's job position in Si Dupan Poster is design manager. This job is to make design poster get more attractive and unique. And also the writer takes part to evaluate the design.

2.3 Coordination

During the job training, the writer coordinates with the leader of the company to make attractive design. The writer also modifies the media used to promote, such as Facebook, Blog and other media.

2.4 Responsibilities

As the design manager and manager of production, the writer has responsibility to make posters get more interest with the design. And then, the writer also has responsibility to all posters that would be produced by the company.

Although the writer has several responsibilities to the leader of the company in this job training, this report is only focused on the poster promotion on Blog.