CHAPTER 1

INTRODUCTION

1.1. Background to the Topic

In the 7th semester, English Department of Indonesia University of Computer encourages the students with an assignment of Job Training. The students have to fulfill this assignment by working on the company or to do the entrepreneurship, in order to get working experience and apply it to work field. To fulfill the assignment the writer took the entrepreneurship for his job training. The Writer joins with other English department students to establish the company running the business of English poster printing.

In order to sell the poster there are many things that has to be managed to gain success. The design, the material, and promoting the product are three important aspects. In particular, poster design should be made as attractive as possible that would make the costumer tempted to buy it. This process

Promoting is very important for the company to get the customer. However choose the right materials for the beginner learner are same important as promoting the poster. The company chooses appropriate materials based on the marketing target. The company had divided the marketing target into 2, for the children and junior high school student. We sold poster about *body part, family member, fruit, animal, alphabet* and *Profession* to children to have them learn English and for the junior high school we sold poster about *tenses, question tags*, and *irregular noun*.

1.2 Scope

This paper describes the process collecting material for English poster. The data is taken from the job training which was done by the writer.

1.3 Objectives

Other than to fulfill the job training course, this report has some purpose such as:

1. To describes the process in collecting material for English poster in Si Dupan Poster during the job training.
2. To fulfill the report of Job Training in English Department of Indonesia University of Computer.

1.4 Significant to knowledge

This report is expected to give explanation on how the company collecting the material for Poster using many sources and request or survey the buyers. This report also can be used as a reference for those who will take entrepreneur course.

1.5 The Framework of the Theory

In this frame of theory, the writer uses the method to collecting picture material, especially for beginner learner or children is effective as it is stated in www.web.li.gatech.edu :

> *children can learn many things from cartoons easily because they are funny and not dull. Most parents want to teach a lot of things to their children as much as possible, but if something is boring, most kids do not want to do that, so a teacher or parent would have to think about good methods to teach their children. There are many creative inventions to teach children, but the most important thing is that parents should know what kind of things make children concentrate. One of the answers is a cartoon.*

It is stated that the children can learn many thing from cartoon easily because they are funny and not dull. So regarding to the quote, the collecting material picture choose cartoon as an object of the poster instead any other picture version.

1.6 Research Method

The Method which was used by the writer is descriptive method. "*Defines descriptive method as involving collecting of data in order to test hypothesis or to answer questions concerning the current status of the subject of the study"* (Gay, 1976: 94). It means in this report; the writer will describe and explain the process of collecting materials which will be used for the posters.

Explain the process which was used to collect and describe the steps collecting the picture from internet.

1.7 Place and Time

This job training was held in Si Dupan poster at Jl. Tubagus Ismail Bawah no. 40, Bandung,West Java. It was conducted from July 1st, 2011 to September 14th, 2011. The company operated at time 08.00am to 02.00pm