CHAPTER 2

THE BUSINESS OF SI DUPAN POSTER

2.1. Description of Si Dupan Poster

Si Dupan Poster is a company which was established by English department students 2008 on July 2011 in Bandung. The Dupan Poster Company located at Jl. Tubagus Ismail Bawah no. 40, Bandung, West Java. The Company produces some educational English lesson posters for beginner.

The reason of establishing this company is that because the beginner learner needs various media to learn English. The student is used to study English in books, which are mostly less interesting. That's why the company provides more simple media so the student will easily learn English through posters as an alternative media in learning English.

The production started with the survey and promoted to the potential buyer. After that, the material processing managers choose the material will be used to the poster, and the design manager designed it into a nice poster. The promotional managers then start to promote it to the potential costumers, the production managers print the poster at Tirta Anugrah Digital Printing, Jl. Tamansari No. 65c Bandung. The distributor job is to distribute posters to the costumers.

2.2. Management Team

Head of Team	: Ganjar Maulana
Finance	: Ganjar Maulana
Materials Processor	: Mochamad Fajar Akbar
Design	: Hendri Sukma Indrawan
Transportation	: Ronny Gumilar
Production	: Arief Febriyanto
Promotion	: Donna Pradana

2.3. **Job Position**

The position of writer here is as a design manager, who designs the poster which contains Pictures with English terms in poster.

2.4. Coordination

During the Job training, as a design manager, the writer coordinates with all managers. Including, the leader of the company, material-processing manager, production manager, and transportation manager. The writer got the instruction from the leader and material-processing manager to design and collect the pictures material for the product.

2.5. Job Responsibilities

As the design manager, the writer has the responsibility to design several posters regarding *Body part, family tree, fruit, animal, and profession*. Evaluating the poster design is also part of the job as a design manager. Even though the

writer is in charge of the design in this job training, but this report only focuses on the process of collecting and choosing picture materials.