CHAPTER III

THE DESCRIPTION OF THE TOPIC

3.1 The Process of collecting materials for English poster

3.1.1 Explanation

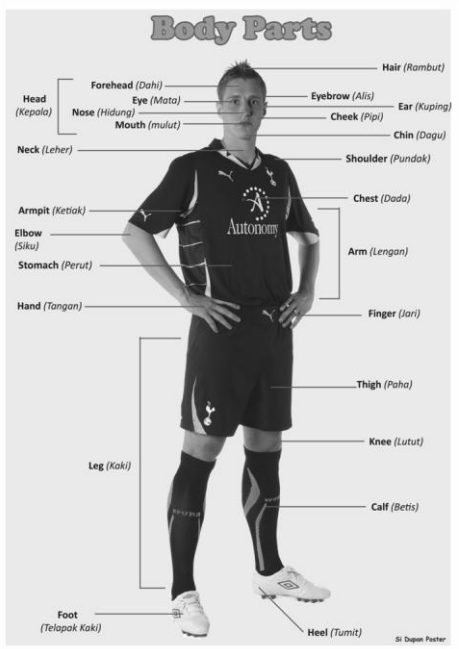
The activities would be the case of the study regarding to what the writer had experienced during job training in Si Dupan poster. In this activity, the writer found the interesting problem to analyze; the process of collecting pictre materials for English Poster. The writer reports it specifically so that it shows the occurring process based on the data appeared.

Introducing English at early years is a must, now in this modern era we do not learn English by only using one media like book. We can use many media to learn it. Poster is one of the media through which we can learn English as well. Poster is an artistic work, often a reproduction of an original painting or photograph, printed on a large sheet of paper. Therefore, the writer chooses to use poster as media to introducing English to children or beginner learner to study. In order to attract the marketing target we have to choose the proper material for the future costumer, that's why before making the posters we have to collect all materials we need. It is challenging because we need to share our ideas, to finding the materials, and sorting it into specific matter that related to our marketing targets.

The writer used internet to find the materials like the picture for several posters. There are nine kinds of poster which is made by Si Dupan Poster: *body part poster, animal poster, fruit poster, alphabet poster, profession poster, tenses poster, family tree poster, irregular noun poster,* and *question tags*. We divide the marketing target into 2: First is for children or beginner learner and second is for junior high school. Below are posters that were made by Si Dupan Poster:

1. Poster for children:

1.1. First Poster:



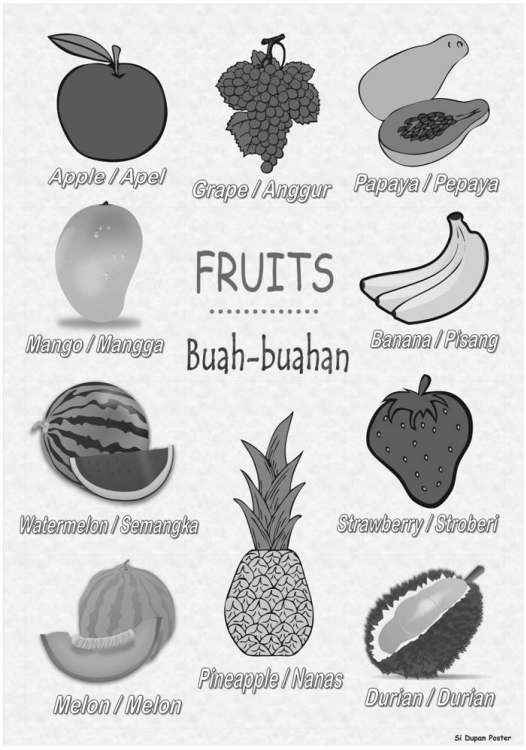
Body Parts poster

This poster is about body part which is made by the company. This poster is made for children who start to learning English language. We think it's important for children to know body part term first, it because some of the first words children know are words that describe body parts. So with this poster the children will remember the terms more easily. Therefore, the company decided to made poster about body part. The process collecting the material for the poster are using Internet, more specifically using Google to find the suitable picture for the

poster. The first steps in collecting material are brainstorming, the material-processing managers choosing the most suitable picture, so they decided not to choose cartoon picture, but real human picture. It because picture of real person are have more proportional body, so the future costumer know all the body part they want to know. In this case the material-processing managers choosing footballer as the object of the poster, it because they usually have a proportional body. The next step is using internet to find the picture, we use Mozilla Firefox to browsing and searching the picture using Google. Here are several steps to finding the suitable picture:

a. Type www.Google.com in URL page.
b. Type *Tottenham Hotspurs Dawson* in search bar; the reason why I choose *Tottenham Hotspurs Dawson* because he's the writer favorite player, at that times.
c. When the result shows up, click *gambar* on the top of the search bar.
d. After that, several picture shows, but we choose the picture which is showing the whole body from the object.
e. We saved the picture and put it into our folder named *Gambar poster mentah* and stored it in more specific folder named *body parts.*

1.2. Second Poster:



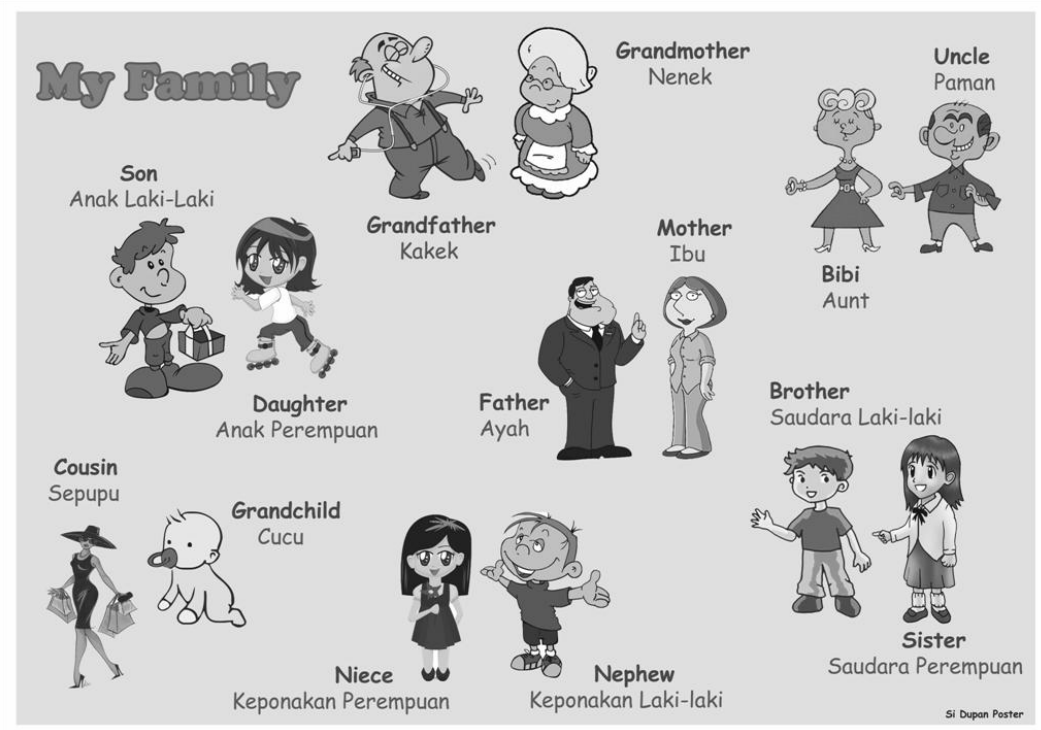
Fruit Poster

This poster is also targeting for beginner learner or children. We decided to make this poster because children usually asking about name of their foods especially fruits, it's because children typically love sweet food. So it's good chance to introduced name of the fruits to children using the poster. It included several picture of fruits so the children could know the shape and color of fruits from this poster. Like the first poster, the material processing managers decided which fruits will be choose for the poster. They were choosing several fruits which are common to found in Indonesia, and sorted it into 10 kind fruits: apple, grape, papaya, strawberry, banana, durian, pineapple, melon, watermelon,

and mango. The process collecting the material for the poster is also using Google as source of the picture. Like the first poster the managers are using internet to find the picture, they using Mozilla Firefox to browsing and searching the picture using Google. Here are several steps to finding the suitable picture:

a. Type www.Google.com in URL page.
b. When Google shows up, click *gambar* on the top of the search bar.
c. Type *Grape cartoon* on search bar to finding grape picture. Type *Apple cartoon* on search bar to find apple picture. And same methods to find the rest of the fruits like papaya, strawberry, banana, durian, pineapple, melon, watermelon, and mango.
d. After that, several picture shows. The managers choose the picture which is suitable for the poster.
e. We saving the pictures and put it into our folder named *Gambar poster mentah,* and stores it into more specific folder named *Fruits*.

1.3. Third poster

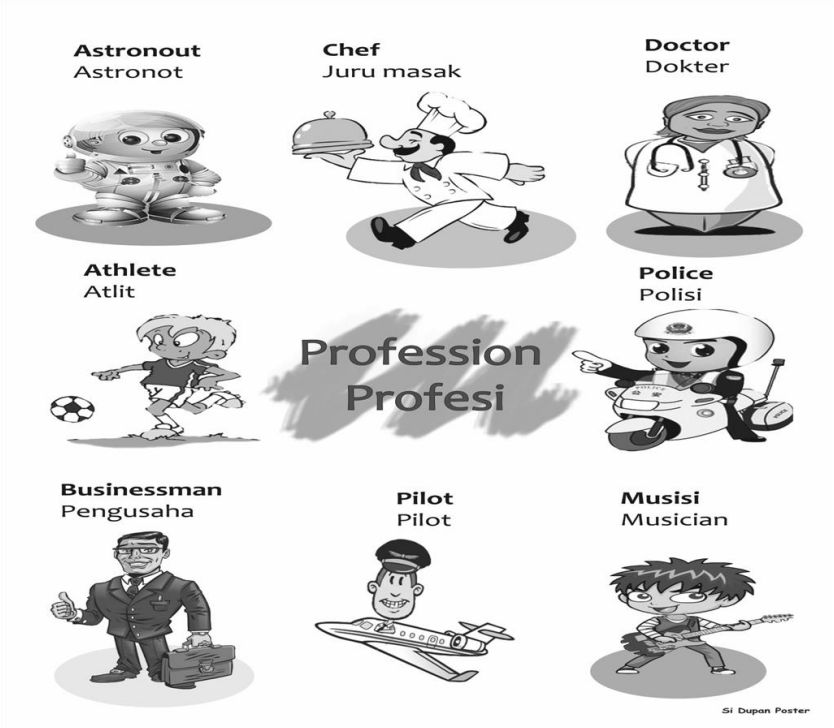


Family tree Poster

This poster targeting for beginner learner or children also, the processing material managers decided the family tree poster had to be made because usually children want tend to know family member term. And the reason behind using the cartoon picture because children usually like funny and cute picture. The collecting process has no different to any other poster above; it is also using Google as source of the picture. Like the first poster the managers are using internet to find the picture, they using Mozilla Firefox to browsing and searching the picture using Google. Here are several steps to finding the suitable picture:

a. Type www.Google.com in URL
b. When the Google shows up, click *gambar* on the top of the search bar.
c. Type Father Cartoon on search bar to find father picture. Same method to find the rest of the picture above like mother, grandfather, grandmother, aunt, uncle, brother, sister, cousin, brother, sister, grandchild, nephew, and Niece.
d. After that, several picture shows. The managers choose the picture which is suitable for the poster.
e. We saving the pictures and put it into our folder named *Gambar poster mentah,* and stores it into more specific folder named *Family tree.*

1.4. Fourth Poster

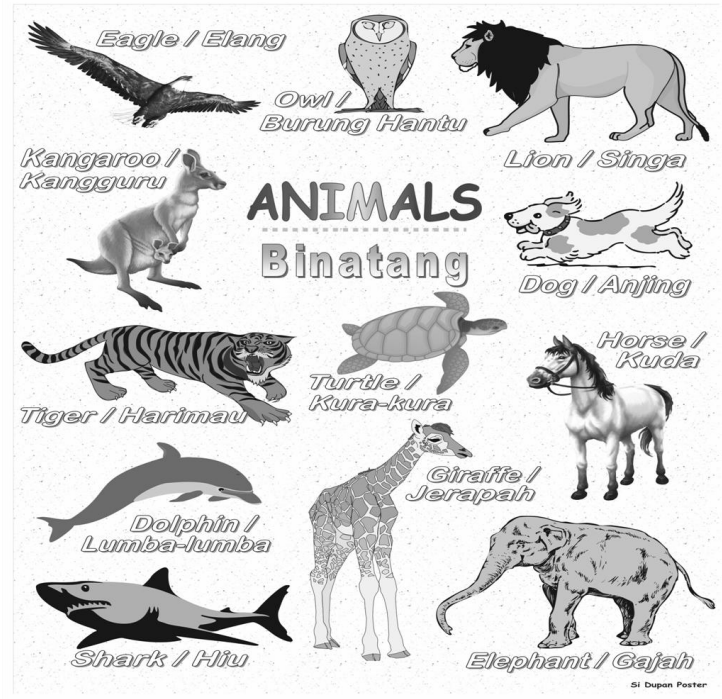


Profession poster

In this poster about profession, our company decided to make it because this poster can shows the terms of professions which the children would want to be in the future. The children usually already have an ideal profession when they still in kindergarten, so it's the best way to introducing the term of their ideal profession in English too. Because the Target of this poster are children learner, that's why we choose cartoon pictures which attract children the most. The collecting process has no different to any other poster above; it is also using Google as source of the picture. Like the first poster the managers are using internet to find the picture, they using Mozilla Firefox to browsing and searching the picture using Google. Here are several steps to finding the suitable picture:

a. Type www.Google.com in URL
b. When the Google shows up, click *gambar* on the top of the search bar.
c. Type Doctor Cartoon on search bar to find father picture. Same method to find the rest of the picture above like musician, Athlete, Astronaut, Chef, Police, Businessman, and Pilot.
d. After that, several picture shows. The managers choose the picture which is suitable for the poster.
e. We saving the pictures and put it into our folder named *Gambar poster mentah,* and stores it into more specific folder named *Profession.*

1.5.Fifth poster



Animal Poster

This poster above are one of our poster which targeting children also. The reasons why we make this poster because children usually attracted to the thing that move, are brightly colored, and are easy to see. They also fascinated by things that make interesting noises, and capable to interact with them, in this case are an animal. The collecting process has no different to any other poster above; it is also using Google as source of the picture. Like the first poster the managers are using internet to find the picture, they using Mozilla Firefox to browsing and searching the picture using Google. Here are several steps to finding the suitable picture:

a. Type www.Google.com in URL
b. When the Google shows up, click *gambar* on the top of the search bar.

c. Type Dog Cartoon on search bar to find father picture. Same method to find the rest of the picture above like Eagle, Owl, Lion, Tiger, Dog, Giraffe, Elephant, Shark, Dolphin, Kangaroo, Turtle, and Horse.
d. After that, several picture shows. The managers choose the picture which is suitable for the poster.
e. We saving the pictures and put it into our folder named *Gambar poster mentah,* and stores it into more specific folder named *Animal*.