CHAPTER I

INTRODUCTION

1.1 Background to the Topic

As a subject in 7th semester in English Department of Indonesia University of Computer, job training should be accomplished by the students by working on the company or creating the entrepreneurship business. Then, the writer decides to take the entrepreneurship business and makes a company which runs on English poster printing as the object. While doing this job training, the writer gets many experiences working in the *Si Dupan Poster* company. We make some variations about English Poster lessons. It is because poster is one of an alternative media which even can be used as the source for people to get more or new knowledge and very easy to put it anywhere. It's stated by Gulo in his book "*Pendidikan Religiositas"*:

> *Sumber belajar adalah segala sesuatu yang dapat menghasilkan pengalaman belajar ....., yang berupa pengalaman atau peristiwa, atau benda alam dan buatan. Media belajar adalah segala sesuatu yang dapat membantu proses pembelajaran tersebut.* (Gulo, 2009: 64)

The posters we make are Tenses poster, Question tag poster, Family trees poster, & Human body parts poster. Those posters itself will be very useful. Tense poster will tell us about how important the use of verb based on the time (past, present, future); question tag poster can be used to make an emphasis in a sentence while it also can make the sentence / conversation become more

interesting; family trees poster tell us the name of part of our family (father, mother, uncle, etc.); and human body parts poster tell us about the name of parts of our body

Si Dupan Poster makes this product (poster) to be more interesting. As Forlee's statement in *Australian Residential Property Development*, he said that:

> The benefits of poster advertising are that it is full color and you have control over coverage and choice of location. Posters are generally good medium for awareness campaigns and you have a captive market when they are used on bus shelters, for example. (Forlee, 2005: 81)

Therefore, in order to make customer be more interest in using it, Si Dupan Poster designs the lessons in a good way and prints into colorful poster. These methods are also based on the user's request.

In running a company, it must be found advantages and disadvantages. The advantages and disadvantages in selling English Lesson poster will be analyzed by using *SWOT (Strength, Weakness, Opportunity, & Threat)* analysis method. Based on the explanation, the writer decides to raise the topic "*The Selling English Lesson Poster for Student*" as the title for this job training report.

1.2 Scope

This paper describes about how the respond of users, especially for students, after using the English lesson poster as the media for learning English. The data are taken from questioners, some interview and the data of company.

1.3 Objectives

The purposes of writing this topic and job training are mentioned sequentially:

1. To describe how the advantages and disadvantages of the selling English Lesson poster especially for students based on SWOT analysis
2. To acquire the experience on working in a company
3. To fulfill the subject of job training in English Department of Indonesia University of Computer

1.4 Significant to Knowledge

The writer hopes that this paper will be useful for the reader to expand their knowledge about how to take the responds of users after using poster as media for learning English. In addition, this paper is expected to give a reference for students who also want to take entrepreneurship field so he / she can find another business which is more attractive.

1.5 The Framework of the Theory

In this job training report, the writer will analyze about how the advantages and disadvantages of the English lesson poster based on the respond of

users after using the poster as media learning. It will use SWOT analysis as Rangkuti said in his book:

> *SWOT adalah singkatan dari lingkungan internal Strengths dan Weakness serta lingkungan ekstrenal Opportunities dan Threats yang dihadapi dunia bisnis. Analisis Swot membandingkan antara faktor eksternal Peluang (Opportunity), dan Ancaman (Threat) dengan faktor internal Kekuatan (Strengths) dan Kelemahan (Weakness).* (Rangkuti, 1997: 19)

Based on the Rangkuti's statement, the writer will analyze the selling poster according to the data of company and the respond of users by using the SWOT analysis. The data from users itself are collected by using questioner and interview. Therefore, the writer uses simple and friendly questions to get information from users about what they've got after using poster as an alternative media in learning English.

1.6 Method

The method used in this paper is descriptive method. Ariola (2006: 47) states that *"the purpose of the descriptive method is to describe "what is". It deals with the prevailing condition of objects, people, and events"*. Thus, in this paper, the writer describes and explains the SWOT analysis of selling English poster based on user's answer and the data of SI Dupan Poster Company.

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 on July 1st, 2011 to September 14th, 2011.