CHAPTER II

THE BUSINESS OF SI DUPAN POSTER

2.1 The General Description of Si Dupan Poster

Si Dupan Poster, as the name of this company, is abbreviation of *Sastra Inggris Dua Ribu Delapan Poster* which was established on July 2011 in Bandung. It located at Jl. Tubagus Ismail Bawah no. 40, Bandung, West Java. The company produces the educational poster about English lesson for the beginner.

This company is established by six students of English Department of UNIKOM. The reason we run this poster business is based on the fact that there are many students still need a help in learning English. Students today usually use a common book as one of the tool for learning and it makes them feel lazy to learn. So, the company provides an interesting and simple poster with put some specific English lessons into it as an alternative media in learning English easily.

The production of the poster in this company was started with the survey and the promotion to the potential customer led by the manager of promotion division. Next, the manager of material-processing division processes the result of survey, and the manager of design division put it into a nice poster. The manager of production division then prints it at Tirta Anugrah Digital Printing, Jl.

Tamansari No. 65c Bandung. Finally, the manager transportation division distributes posters to the customers.

2.2 Position and Coordination

2.2.1 Job Position

The position of the writer in Si Dupan Poster is a manager of transportation division of company. The writer also does some other jobs in this company such as helping in promoting and printing division.

2.2.2 Coordination

During the job training, as a manager of transportation division of the company, the writer works with the manager of production division to print the poster at Tirta Anugrah Digital Printing. Besides, the writer also promotes the poster with the manager of promotion division after printing the poster to the consumers.

2.3 Responsibilities

As a manager of transportation division, the writer has responsibilities to accompany the manager of printing division and also delivers the poster to the

customer. Moreover, the writer also has to promote the product like the other managers of the company.

Although there are several responsibilities received in this job training, this paper is only focused on the research about the Selling of English Lesson poster for students.