CHAPTER III

THE DESCRIPTION OF THE TOPIC

In the world of study today, people, especially students are often getting obstacles in study. The most common reason is the laziness in reading a book. It can be said that they feel lazy because one of the media they use is a common book which is only filled by text from beginning until the end. It will be very boring if they have to read that common book to find the knowledge they need. Not only will take much time, the efficiencies of that method also can't make the students easily understand about the lesson which they read instantly, perhaps. So, the writer and friends decide to make the English Lesson posters as the alternative media for learning English in an attractive way.

There are several kinds of posters promoted by the writer: human body part, tenses, family tree, and question tag. Therefore, with those posters, the students will memorize the lesson in easier way. It is because of the simple form of the poster that can be placed anywhere so the users can often find the poster.

This English Lesson poster business is not too different with other business done by other businessmen. In the other words, not only has advantages, this business also has disadvantages. The advantages and disadvantages will be analyzed using the method called as *SWOT* (*Strength, Weakness, Opportunity & Threat*). Rangkuti said in his book entitled "*Analisis SWOT: Teknik Membedah Kasus Bisnis"* that:

> *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, this English Lesson poster business also has some obstacles whether in internal or even external sector. Thus, the writer will describe the SWOT of the selling of English Lesson poster for students.

1. Strength

Strength is the power owned by the product itself which has a value for the company itself or even for the consumers. In this English Lesson poster business, the *Strength* of the poster is from the appearances and the usage. The color and design for creating poster can also be determined according to consumer's taste whose order personally. So, the final form of the poster can also be able to give the *strength* for this company. It can be seen on this one of consumer's statement about the *Tense Poster* of Si Dupan Poster Company. The datum below is taken from the questioner made by the writer:

Menurut saya posternya sangat menarik. Membantu saya untuk belajar memahami tenses.

The datum above is obtained from a student who bought the poster with *Tense* as the lesson. The students today are also often getting problems when they use the tenses in English conversation. However, now the user or students can learn the tenses easier. It can be seen from the datum from a consumer below:

> *Lebih mudah menghafal rumus tenses karena diposter tersebut sudah dicantumkan semuanya dan tidak harus repot membuka buku.*

The datum also show the *Strength* of the poster where the user said that the poster is interesting and really helps her to study. Thereby, it's clear that the *Strength* of the poster is on the interesting appearance and the simple lessons on it and also very useful for the students to learn.

2. Weakness

The *Weakness* is a commonly thing which usually appears in a business. Sometimes, the weakness also can ruin a company if we don't know how to handle it. The weaknesses in this business are about the cost and distribution. Therefore, we need to find the way to get back the capital and avoid of losing the profit (bankrupt).

According to data which is found in "*Laporan Perkembangan Usaha SI DUPAN Poster*" of company, the fund used in this business is Rp. 100.000/each person. So, we get Rp. 600.000 as a total of the capital. With the capital, we must find the best print shop that can offer the cheapest

cost, either the cost of the papers or the cost of printing because the company also needs money to run other works as mentioned below:

Beban Usaha:

Biaya Transportasi	Rp. 10.000
Pembelian contoh poster	Rp. 2.500
Percetakan contoh poster	Rp. 7.500
Print dan fotocopy dokumen	Rp. 10.000

Jumlah beban usaha Rp. 30.000

With the operating expenses, the company must decide an appropriate cost for each poster. It must be done to get back the capital of business that used and to get the profit also. Thereby, we have a deal that each poster will be sold Rp. 10.000.

Compared with the other posters sold outside, poster produced by Si Dupan Poster Company is more expensive. It becomes the weakness in selling the posters. However, because the users can decide the color, design, or even the lessons they need, it makes the price of the poster is equitable.

Besides, this company also has a weakness in distribution process. Breaking the agreement to have a meeting done by the consumer is one of examples found during the distribution process. To handle that problem,

sometimes we need to make an agreement again so we can hand over the posters to them.

3. Opportunity

This English Lesson poster business also has a well enough opportunities in business world. Today, English is one of important subject of students in the school. English is also already being the one of international language often used by all people in daily conversation.

The datum below is the respond of one of student who bought a *Question tag* poster taken by interview with the writer:

> ..... *dengan belajar dari poster* Question tag *tersebut, sekarang saya memilki lebih banyak variasi kalimat untuk percakapan bahasa inggris. terus, percakapannya juga jadi lebih menarik dan enggak ngebosenin.*

From the datum above, it seems that the Question tag poster can help the student, especially in having conversation. It's because the question tag itself not only can be used to make an emphasis in a sentence while it also can make the sentence / conversation become more interesting.

From the selling of the English Lesson poster, the company also earns a good enough profit. It's showed in the "*Laporan Perkembangan Usaha SI DUPAN Poster*" of company that we are not only getting back the capital of business, but also gaining a profit as much as Rp.76.000.

Therefore, the writer believes that this English Lesson poster business has a quite convincingly successful opportunity, especially, if this poster is distributed to the students who are still beginner in learning English like in elementary school. Thereby, those beginners can follow the English development without having to wait the next class until they can get the English lesson as their subject.

4. Threat

The *Threat* of this business company is a possibility of other company which will appear and has the same business. So, the writer needs to go to public market to find and compare the differences of public English Lesson poster with ours. It will be worst if the competitor sells the same poster with the cheaper price than ours. In order to face that condition, we need to update the design poster to keep the interest of users.