CHAPTER I

INTRODUCTION

1.1 Background to the Topic

Nowadays internet has become an important part of our lives. Especially in Indonesia, the internet users have grown. A lot of people assume that this situation is very favorable; therefore, so many people compete to take this chance to build companies.

As a student in a university, one of the requirements that the writer must do is taking a job training course. This course is executed to apply students' ability of what they have already learned or will. The writer is interested to join with CKLIK Internet Café Company which runs in providing network services. The company is CKLIK internet café. By doing this job training, the writer got experience and learned to promote the company.

Promotion is one of the most important things to build successful company. Promotion is very important for the company to get the customer. Basically, in promoting products we need media to get the customer's attention. There are many media usually used, such as radio, television, newspaper, and magazine. However, lately, there is a media that becomes popular used in promoting product; the media is internet. The use of internet features such as

social media like facebook, twitter, has become more popular and effective. Beside the social media, blog is also the most popular one to promote the product.

Lately, promoting in social media is very promising and effective, but the real purpose of the social media is to make people have interaction with each other, and is not used for promoting the products. Thus, promoting in social media is not enough to give detail information about the products because it is very limited; therefore, the writer decided to use blog for promoting the company because the blog is different from the social media. Through blog the customers will be given more detail information especially about the promotion. In addition to give more detail information; the writer made the blog as attractive as possible to get intention from the customers. Thus, the writer chooses the title "The advertising strategies in promoting CKLIK internet café on blog" for this Job training report.

1.2 Scope

This paper describes the advertising strategies to promote the company on blog. The writer takes the data from the job training which was done.

1.3 Objectives

The objectives of this Job Training report are as follows:

1. To describe the advertising strategy in promoting CKLIK Internet Café on blog

2. To share the experience on managing the company
3. To report the Job training conducted in CKLIK Internet Café
4. To discuss and analyze the process how to make the good advertising strategy

1.4 Significance to Knowledge

The writer expects that this report will give significant benefit, especially for English department student to increase their understanding, and knowledge about the method of advertising strategies in promoting on internet, especially on blog.

1.5 The framework of the theory

Promoting on blog is different from promoting in other media. It is necessary to make the promotion simple, to the point, casual, and friendly style as stated by Gardner:

> Keeping the writing in your blog short, to the point, and useful. You don't need to finely craft every word; in fact, levity and a casual, friendly style can serve you well. (2005: 20).

The statement above explains that the good way of promoting strategy on blog should be friendly style in order to make the customers be interested. In

addition, at the statement above Gardner said to keep the writing in the blog short. Therefore, the writer then made the creative sentences below 140 characters which promoted the company with a simple form.

1.6 Research Method

The method used in this paper is descriptive method. The writer assumes that this method is appropriate because this report is purposed to describe all of the data.

> *Metode penelitian deskriptif adalah metode yang bertujuan membuat deskripsi; membuat gambaran, lukisan secara sistematis, factual dan akurat mengenai data, sifat-sifat serta hubungan fenomena-fenomena yang diteliti. (Djadjasudarma, Fatimah, 1996:8).*

Based on the statement above, in this paper the writer will describe and explain the report of the job training. The report describes The Advertising Strategies in Promoting CKLIK Internet Cafe on Blog.

1.7 Place and time

The job training was held in CKLIK internet cafe at Jl. Gunung Batu, Rancabali No. 175, north Cimahi, West Java. It was conducted from July 24, 2012 to September 6, 2012.