CHAPTER II

THE BUSINESS OF CKLIK INTERNET CAFE

2.1 The General Description of CKLIK Internet Cafe

CKLIK Internet Café is a company which runs in providing network services. This company was established in 6 November 2012 at Gunung Batu Street, Ranca Bali no. 175 North Cimahi.

The company provides a quick access network and comfortable place. However to make the costumers satisfy, the company provides not only network services but also typing and printing services along with game online services for gamers.

There are so many ways of promoting the company, one of which is by conducting online tournament and selling the vouchers. This strategy is effective to get the intention of the customers especially the gamers. In addition, the promotion of the company is also conducted through the distribution of brochures and through the blog. All of the promotion activities are conducted in CKLIK Internet Café at Gunung Batu Street, Ranca Bali no. 175 North Cimahi.

2.2 Position and Coordination

2.2.1 Job Position

The position of the writer in CKLIK Internet Café is as a promotion marketing.

2.2.2 Coordination

During the job training as a promotion marketing, the writer coordinated with all staffs, including the general manager, operators, and another promotion marketing. The writer got the instruction from the general manager to promote his company and give the report from the promotion which had been done.

2.3 Responsibilities

During the Job Training, the writer had responsibility to contribute for the company. Here were responsibilities of the writer.

1. Promoting the company as good as the writer could
2. Giving the update news to the consumers about the development of the company
3. Giving the report about the promotion which the writer had been done