CHAPTER II

THE BUSSINES OF HEAVEN RECORDS

2.1 The Description of Heaven Records

Heaven Records is a company which is run in entertainment field. The main business of Heaven Records is a record label. Heaven Records was established on April 2006 in Bandung. The founder are Muhammad Pandji Prayoga, Yudha Tenggara, Decil Christianto, and Aditya Pratama. The office of Heaven records is located at 119a Dr. Setiabudhi street, Bandung. It has 19 employees who master at their own position. As the grown of entertainment industry, Heaven Records makes an adjustment in order to follow the market needs. They work in the new field and tried to develop the company's business. On 2010, Heaven Records officially opened their new field such as:

1. Domestic and International artist agency. This agency has responsibilities as follows:
   - Handling fee negotiation with domestic or International artist management
   - Being representative for artist or management in importance to the concert or the advertisement.
   - Following the standard operational procedure (SOP) of artist.
2. Event Organizer. This agency has responsibilities as follows:
   - Making a plan
   - Managing the event

3. Artist Management. This agency has responsibilities as follows:

- Managing artists who work under Heaven Record
- Promo artist
- Production (CD, Merchandise, Video clip)
- Selling the product

4. Entertainment PR agency. This agency has responsibilities as follows:

- Handling the promotion for artist who is outside the management of Heaven Records

5. Artist development. This agency has responsibilities as follows:

- Finding new talents
- Preparing artist before being promote

6. Merchandise. This agency has responsibilities as follows:

- Making the merchandise for Heaven Records
- Making the merchandise for the bands under Heaven Record's management

In Heaven Records, the writer was in Artist Management agency. This agency promotes and manages artist. The writer took a responsibility as a person who promote artist on social media and also handled the report of some transaction such as the payment of artist report, selling report, and production report.

2.2 Position and Coordination

2.2.1 Job Position

The position of the writer in Heaven Records was in Promo and Marketing. The jobs that were given to the writer including making business letter, replying bussiness letter, translating and filing documents.

2.2.2 Coordination

During the job training process, the writer coordinated with the staff of Artist Management Division. The writer managed a business letter between the company and the client.

2.3 Responsibilities

The writer did the job training for about two months in Promo and Marketing Division. In Heaven Records, promo and marketing are very important job. The writer did the promo of the big event from Heaven Records which called ‘HeavenRawkTour 2012’ on social media like facebook, twitter, tumblr, and blog. Beside that the writer also did many things which are related to the business letter. However the writer’s job desk is on promo and marketing, the writer’s job mostly related to the payment of the artist then made an invoice letter for every transaction.