

For my apprenticeship program, I am particularly interested in business field. I really like doing business and I think my future job will be related to marketing business. Besides, I have interest in automobile. Considering those reasons, I choose “WG Mobil” to do my apprenticeship program so that I can apply and expand my knowledge in the area of automobile. It is my expectation that I can practise my English skills and a real working experience. In this report, I will describe my working experience at “WG Mobil”, make some evaluation of my performance and give some suggestions related to my apprenticeship program.

Initially, “WG Mobil” company started its business as “WG Motor”. “WG Motor” sells used motorcycles and it first ran its business in 1979 at Bojongloa, Bandung. Now, “WG Motor” has five branches in Bandung. The head office is located at Jl. Ciateul, Bandung. In 2000, “WG Mobil” ran its business for the first time to sell used cars and had two branches in Bandung. Afterwards the used cars business did not run well. This condition has made the two branches went bankrupt and now only one “WG Mobil” company continues the business. I chose “WG Mobil” to do my apprenticeship program because I expected that I would have the opportunity to interact with foreigners so that I could practise my English skills so I can use my English skills fluently. Besides, I would learn more about automobile because when we promote the products, it is a must to know each specification of the car.

During my apprenticeship program I work as a salesperson. My working period is from January 3, 2007 to February 3, 2007. I choose this position because I like to have interaction with buyers and know more about automobile and business. In order to work as a full-time salesperson, the company requires the salesman to have good communication skills, holds a degree of economy

and have a driving license to accompany a buyer to do a test drive. Besides, they has to be knowledgeable about automobile and interested in the field of automobile is an additional point. As a salesperson, my work schedule is Monday to Saturday from 8 am until 5 pm, I should work for 54 hours each week. Since I work as an apprentice, I do not have to work on Sunday from 9am till 3 pm as what the full time salesperson does.

As for my daily activities, I have to do follow-up to prospective buyers by promoting the products, send e-mails to various companies, market the products and go to the other company like travel company. I also have to translate and reply some e-mails. I mostly deal with translating e-mails than have some interaction. The e-mail is about promoting the products along with the specifications to attract buyers and let them consider the offer. Sometimes my supervisor asks me to translate the e-mails. Therefore, I improved my English skills in reading and writing. Since there are only a few foreigners coming, speaking and listening skills are not often used.

I have learnt some things that may be useful in my real working life. I have made some improvement in my reading skills and I learn to be punctual for work and doing some jobs. Besides, I learn more about business and automobile. I learn how to promote some products, how to have interaction with buyers and I also learn about the specifications of some cars especially some cars in the showroom of "WG Mobil". For example, I learn about the specifications of 2006 Toyota Avanza which costs Rp. 105.000.000,- if the condition is good (for example, there are not any scratch found in its body and the other parts of the car is still original parts). The colors of the car can affect the price too, the car with black or silver colors can costs higher because many people like those colors and especially for the black one, people admire if its

paint is still good because it is harder to take good care of the car with black color, for example if you have a black car and there is only a little scratch on its body, others can clearly see that damage. I also know how hard it is to be a salesman since I do not have any experiences at all. In the first time, I could not be punctual to come to the office and do my job and it was very difficult to promote some products to a customer. Therefore, I have got some reprimand from my supervisor and then I realized that I have to do my work better and start to be punctual.

The English subject that I feel more useful are speaking and listening to reading and writing because I found it a little hard when I faced a foreign buyer. For the business subject, the most appropriate subject is English for Business (EFB) because in this class I learn how to sell some products to people directly. For example, in this class I learn how to sell some food to other people in the university. This experience helps me to learn how to promote the products in my apprenticeship.

There are some similarities between my experience in EFB class with my apprenticeship program. In this class I have to sell the food to people and in my apprenticeship I have to sell a car. I have to make some good packing for the food to attract buyers. Similarly, the body of the car should be in a good condition when a buyer look at it. Usually the buyers initially pay more attention to the body of the car.

The appearance of the salesperson is also important to give a good impression to the buyers. The salesperson has to be neatly-dressed and confident so the buyers will be more comfortable when they interact with the staff.

Speaking skill is also necessary to promote some products so people will be interested in the products. Both in my class and my apprenticeship, I learn that it is important to give some discounts to people so they will pay more attention to what we promote recently. Besides speaking, listening and business subject, the translation subject also helps me to translate some e-mails in my apprenticeship.

I suggest that D-III English program at Maranatha Christian University should offer more practical and applicable subjects such as subjects that emphasize more on speaking and listening skills especially interacting with other foreigners so that the students can improve their English skills. With some additional subjects which are more practical, I think they can be helpful for students when they need to face the real working world.

PERNYATAAN ORISINALITAS LAPORAN

Yang bertandatangan di bawah ini:

Nama : Denny Kurniawan

NRP : 0243048

Menyatakan bahwa Tugas Akhir ini merupakan hasil karya saya sendiri dan bukan duplikasi dari orang lain.

Apabila di kemudian hari diketahui bahwa pernyataan ini tidak benar adanya maka saya bersedia menerima seluruh sanksi yang diberikan, termasuk dibatalkannya gelar kesarjanaan saya.

Demikian pernyataan saya.

Bandung, 30 Agustus 2007



Denny Kurniawan

**LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH
UNTUK KEPENTINGAN AKADEMIS**

Sebagai mahasiswa Universitas Kristen Maranatha Bandung yang bertanda tangan di bawah ini, saya:

Nama : Denny Kurniawan

NRP : 0243048

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Universitas Kristen Maranatha Hak Bebas Royalti Non-Eksklusif (*Non-Exclusive Royalty-Free Right*) atas karya ilmiah saya yang berjudul: Apprenticeship Report at WG Mobil.

Dengan Hak Bebas Royalti Non-Eksklusif ini Universitas Kristen Maranatha Bandung berhak menyimpan, mengalih media/format-kan, mengelola dalam bentuk pangkalan data (*database*), mendistribusikannya dan menampilkan/mempublikasikannya di Internet atau media lain untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Universitas Kristen Maranatha Bandung, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Dibuat di: Bandung

Pada tanggal: 30 Agustus 2007

Yang menyatakan



Denny Kurniawan