

The reason why I chose PT. Centrin Online Tbk company as a place for my apprenticeship is because PT. Centrin Online Tbk is an internet service provider company that has a lot of customers and one of the best internet service provider's companies. I get the job as a marketing staff, because as a marketing staff I have to communicate directly with the customers in giving information in English and offering the products. Therefore I can have the opportunity to develop the knowledge that I have learned to be practiced in the real working field.

PT. Centrin Online Tbk company was first named PT. Centrindo Utama. It was established in Bandung. Since 1996, PT. Centrin has cooperated with PT. Satelindo to establish an information and communication company under the name PT. Centrin Utama. In October 1996, PT. Centrin Utama also established Internet Service Provider in Bandung named PT. Centrin Online Tbk at Braga street no. 76. PT. Centrin Online Bandung is a internet service provider company which is owned by PT. Central Rama Informatik (CENTRIN). PT. Central Rama Informatik is a hardware and supporting equipment supplier for the information industries, which provide: decoder antennas, computers, power supplies, and many others.

To be a marketing staff, I have to fulfil some requirements. I must have wide knowledge of internet, and being expert in using the computer. Besides I must be fluent in communicating in English, nice, friendly, self confident, responsible, discipline, tidy, gentle, having a nice appearance and being able to take good care of the company's name. I also have to be a good negotiator, who

can introduce and promote the service products of the company, can help the customers to get information about the products that they need, and can be a translator for the foreign customers who need information about the products and service at PT. Centrin Online.

I worked as a marketing staff at PT. Centrin Online Tbk from February 3<sup>rd</sup> until February 28<sup>th</sup> 2005. During my apprenticeship I have to work on weekdays (Monday to Friday) and also on Saturday. From Monday to Friday I have to work from 8 a.m until 4 p.m. However, on Saturday I only work from 8 a.m until 1 p.m.

From the day I worked, I had to make myself comfortable with the other staff. The most important thing for me to do was to introduce, promote, and offer the products of Centrin Online.

During my apprenticeship I used the four English skills, such as: speaking, reading, writing, and listening. However, I did not use all the skills equally. Speaking, writing and listening were not used very often, because they were used only when I had to meet and communicate directly with the foreign customers. When I did my apprenticeship I had to communicate with the foreign customers who wanted to know the information about the products and services at PT. Centrin Online company by phone. On the other hand, reading skill was more often used when I helped the customers to find information in the Centrin Online site. By reading the site I could give the customers information about the product details of Centrin Online company.

The strength when I worked as a marketing staff at Pt. Centrin Online is being able to apply my English skills both become strengths and weakness and

my knowledge about English language and these become plus points for me. Basically my English knowledge, especially English for Marketing and Speaking for Business Negotiation that I learned during my study at DIII English programme, were very useful when I offered and explained the products of Centrin Online to the customers, especially the foreign ones.

I realize there were some weaknesses when I did my apprenticeship as a marketing staff at PT. Centrin Online. When using the English language skills, I felt that my English skills were not good enough, especially when dealing with the foreign customers in speaking. Therefore, I did not feel satisfied with my achievements, although I could develop my English knowledge more and my achievement at PT. Centrin Online as a marketing staff was good enough.

For the institution, I notice that the services at PT. Centrin Online Tbk are good enough and the company has good coordination. However, I think the company services still need to be improved for development, so that the company can keep the trust of their customers about their products and services.

For the marketing staff, the company should give them more knowledge about their products and services. Therefore, they will not be confused in dealing with the customers' questions about the products of Centrin Online. Moreover, the company should improve the working atmosphere in the office, so that the staff can interact well among themselves.

For DIII English programme, I realize that this apprenticeship programme has given so many experiences and good knowledge. Now, I know what the real working field is. I also suggest that the DIII English programme will give more

help and hints to the students to get a better place and job for their apprenticeship.

I hope this apprenticeship programme will still be developed and can become better and better. This apprenticeship programme of DIII English is very useful for the students, so that the students will be ready to face the real working field in their future.

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