

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Now English is the one mostly used as international language like William Morris said in Manager Red Book that “English is one of the most international languages“ (Morris, William, 2001 : 40) English competence is very helpful and important in facing globalization era especially in international trading. Therefore, Indonesia as a developing country tries to improve its business ability in order to compete with other countries. There are several potential business activities that Indonesia has done, such as agriculture, industry, fishery, and trading (export-import), which really needs English communication competence. As Jones, L said in International Business English, “English is widely used for business purposes“ (Jones. L, 1989 : 7).

The present writer chooses PT Indomarco Prismaatama because the company is one of the companies in Indonesia that has wide relation with foreign countries, especially foreign companies, which support the business ; moreover, the company has an export-import department.

It goes without saying that English as the most widely spoken language is very essential in export-import activities. It is very useful for a businessman or a

businesswoman to communicate with other businessmen and businesswomen from other countries. As Peter Little stated in Communication in Business, that “the English language is the principle instrument of export-import communication” (Little, 1980 : viii). With regards to that particular matter, the present writer would like to analyze the use of English skills in communication in export-import activities at PT Indomarco Prismatama, Jakarta.

The present writer considers that in order to avoid misunderstanding with foreign companies, the use of English language in communicating in export-import activities must be clear. As Richard I Man stated in The Culture of Business in Indonesia, that “The problem of language mispresent culture if an export-import activities simply don’t understand what other foreign companies is saying. An export-import activities in lower level English may regularly pick up only on odd words in conversation and not really understand the partner business“. (Man, 1998 : 741)

The present writer firmly believes that the chosen topic will be useful for business activities particularly in export-import activities. Through this term paper, the present writer hopes that the manager can improve his English skills so that he will be able to develop the company’s service.

1.2 Identification of the Problem

The problems the present writer propose to analyze are expressed in these questions :

1. What English skills is mostly used by an export-import manager in doing his duties ?
2. How far is the importance of English skills in export-import activities ?
3. Would PT Indomarco Prismatama suffer a considerable loss if the English competence is low?

1.3 Objectives and Benefits of the Study

Objectives of the study

- 1 To know what English skills is mostly used by an export-import manager in doing his duties.
- 2 To find out how far the importance of English skills in export-import activities.
- 3 To obtain the answer whether poor English competence has a negative impact to PT Indomarco Prismatama.

Benefits of the study

1. For the readers

Giving information about English skills which are used in export-import activities.

2. For the present writer

To make the present writer know about the importance of English skills in export-import activities so she can prepare herself if she wants to work in export-import department.

3. For an export-import manager

Encouraging the manager to improve his English skills so that he will be able to develop the company's service.

1.4 Concise History of the Company

PT Indomarco Prismatama is a trade company in retail area that supplies many things for daily needs. The company was established in November 1988. Since 1997 the company has been franchised.

The company is located at Jl Ancol Barat 1 No 9 – 10, Jakarta Utara. The company also has some branches in West Java, East Java, Jabotabek, Central Java and Yogyakarta.

In the year of 2001, the company expanded and made an export-import department. It is handled by one person, an export-import manager. One of the manager's duties is making a good relationship with other business partner from other countries. PT Indomarco Prismatama has business relation with Korea, Japan, India, Canada, America, Singapore, and Malaysia.

1.5 Product of the Company

The products that PT Indomarco Prismatama export to Foreign Companies :

1. Daily needs

(Indofood products such as Indofood soy sauce, Indofood chili sauce ,Indomie noodle, snack, such as Cheetos, Chiki balls, Canasta, and Fantasi cookies)

The products that PT Indomarco Prismatama imports from foreign companies :

1. Household tools

(such as pan, knife, plate, bowl, dustpans, spoon, fork, frypan and glass).

2. Fruits

(apple, orange and grape).

3. Electronic tools

(adapter cable, detachable socket, emergency light, cable roll and single switch).

1.6 Limitation of the Study

The present writer decides to analyze the use of English skills in communication in export-import activities at PT Indomarco Prismatama, Jakarta. The present writer chooses interview and observation to get the data. The fact that the export-import department is only handled by one person, the source of the observation would be focused on that person's activities and the interview would be focused to that person directly who is the export-import manager.

1.7 Layout of the Term Paper

This term paper starts with the Abstract, a concise summary of the whole paper in Indonesia. This Abstract is followed by the Preface, in which the present writer acknowledges the work and contribution of other parties, and the Table of Contents. Afterwards it is followed by Chapter One, Introduction, which consists of Background of the Study, Identification of the Problems, Objectives and Benefits of the Study, Concise History of the Company, Product of the Company, Limitations of the Study and Layout of the Term Paper. Chapter Two contains Theoretical Review which is followed by Chapter Three, Performance of the Result which consists of Methods of Study, Choice of Instrument, Data-gathering Process and Presentation of Data. Chapter Four contains Research and Discussion of the Result followed by Chapter Five which contains Conclusion and Suggestions. This term paper ends with Bibliography and the Appendices which consist of the interview sheet and the result of the interview.