

APPRENTICESHIP REPORT IN PT. MATAKREATIVITA INDONESIA

In the era of reformation that is occurring in Indonesia, there are a lot of things that Indonesia has to prepare in order to keep up with the world change. To achieve that, one of the strategies is planning for global market that may make competition between domestic production and foreign production become tighter. In order to survive, Indonesia needs qualified and good human resources in any sector. In general, Indonesia's technology, science and economic situation are not as good as other countries. This fact makes Indonesia harder to compete with other countries. However, it will be good if this country can learn their technology, science and anything else which result in first resource development. It will not be possible cooperating with them if Indonesians are not able to understand their languages. English language is one of the international languages; therefore, it is important for Indonesians to be competent in these language skills.

There is another way for us to compete with foreign countries that is through advertising. A lot of domestic companies try to make their product known and keep being used by public particularly through advertising. They can get public trust by improving their product and particularly advertising. Without

advertising, no one will know the product existence no matter how good it is created. Therefore, advertising is a main point tool for domestic production to make their product well known and attain public trust.

PT. Matakreativita Indonesia moves in advertising services. This institution, built in 2003, started its business with e-commerce and the website is www.matamata.com (online). This website is used for ordering the design only and the process itself was done manually. Since August 2005, PT. Matakreativita Indonesia developed its services to full advertising service including product design, electronic advertising, flyer, newspaper advertising and invitation cards.

I choose PT. Matakreativita Indonesia for the place for doing the apprenticeship because this institution is one of the most famous advertising companies in Jakarta. I am able to practice my English skills since sometimes the clients use English language in the conversation. I can also practice my English skills, particularly in reading, listening and writing. These are the reasons why I chose this job and the place for the apprentice.

The position that is mostly related with the use of English skills in this company is the Account Executive because in this position one often contacts directly with the client who often communicate in English language. The qualification of the Account Executive in PT. Matakreativita Indonesia is he or she must be creative, able to work in a team, motivated to learn, minimum a D three graduate in any major, competent in using Microsoft office and able to apply English skills in jobs sufficiently.

In general, Account Executive and his assistant are the connectors between the client and creative team. As the Account Executive Assistant, I am

also ought to understand what the client expects for the design of the product and can communicate it with the Creative Team. Furthermore, in that position, I have to arrange the presentation schedule for Strategic Advisor. Moreover, I am also obliged to make a weekly report and give it to the Strategic Advisor on Sunday. In general we start our activities at 09.00 am to 17.30 pm. Activities in PT. Matakreativita Indonesia is done everyday except on holidays and Saturdays. The dominating job of the Account Executive Assistant is answering the phone, follow the Account Executive when meeting the clients, meeting or conducting the briefing and make a schedule presentation for Strategic Advisor.

The English skills that I apply during the apprentice in PT. Matakreativita Indonesia are listening, writing, reading and speaking. When answering the phone and meeting the clients, I put into practice my listening and speaking skills as I have learned in Maranatha Christian University especially in conversation lesson which train me to speak with businessman in English language. I also practice my writing skill in making weekly report. In making weekly report, I apply my ability in grammar, vocabulary and English for Business. When reading e-mails in English, I perform my reading skill such as scanning and skimming. Besides, translation and computer lesson like Microsoft word and Excel are applicable in the job, as well. The difficulty that I encounter in PT. Matakreativita Indonesia is to understand the English language as the speakers often speak too fast and I sometimes find a lot of unfamiliar vocabularies. However, in general I can understand the main points that the speaker says.

My personal evaluations from the Supervisor are that I have a good motivation. It means that because I go all the way from Bandung to Jakarta in

order to carry out the apprenticeship. I have to go to Jakarta and be back again in Bandung when I attend and the supervisor notices that I have a strong motivation to finish my apprentice to fulfill the requirements to obtain the D three programme. Besides, the supervisor is also aware that I am able to work in a team because I can cooperate with other workers so all the job is done well. The Supervisor also sees that I have the willingness to learn. When I find any difficulty, I am not ashamed to ask and try to do it. For my English skills, the supervisor sees that I have some difficulties in expressing my opinions. I still using “um” and sometimes I forget to apply grammar patterns in conversations. However, the supervisor understands the main point of what I say.

I find doing the apprenticeship in PT. Matakreativita Indonesia very useful and challenging since I get a lot of experiences and this can help me in being more ready to face the job in the future. Moreover, my English skills are progressing a lot. Although PT. Matakreativita Indonesia is a new advertising company in Jakarta, it develops very fast as it is handled by professional employees. I hope that D three programme of Maranatha Christian University enlarge the apprenticeship places for the student in order to help them get such a professional apprentice place easily.