

## **Rational**

The present writer chooses PT.Neo Promosindo as the place to do his apprenticeship because this company has a good and wide network. This company also has a complete database to support the present writer to finish his apprenticeship. Moreover, the present writer has been working at the company for two years.

PT. Neo Promosindo has been looking for high-motivated person who is friendly and ready to work under pressure to be a marketing staff. They do not have to have a marketing background; however, they should be able to explain about the product to the customer clearly, to make them interested in PT. Neo Promosindo service. Fortunately, the present writer has ability on it. He can easily communicate with the customer and make them interested in using his service.

## **Routines**

During the apprenticeship, the present writer's routine tasks dominated by preparing market target, telemarketing, and dealing with client. Every Monday to Wednesday, the present writer works at 9.00 am until 5.00 pm.

Every morning, the present writer has been given the list of market targets, and then the present writer in cooperation with the supervisor determines the market target and the prospected clients. Then, the supervisor distributes the market targets and the prospected clients to all marketing staffs, including the present writer. When determining the market targets, the present writer does not have to use English.

PT Neo Promosindo has extensive market targets, which are exhibition contractor, interior design by PT. Pradana Prakarsa, and publishing equipments by PT. Neo Kreasindo that spread in several divisions. Both clients and supplier

are local people and foreigners. The supervisor and the present writer have to make a list of the next clients. Our next clients consist of particular people who sell fashion and bag product, accessories, property, computer, cookies, mobile phone, automotive, and furniture. In this job, the present writer does not use English language because he just has to make a list of the next client that he will call in that day. The present writer spends 35 % of his apprenticeship time to do this job

The present writer and all the marketing staffs have to do telemarketing based on the market target list that the supervisor has given to them. Most of present writer's time is spent to do telemarketing. In doing telemarketing, he has to call and ask some questions to the customer. The upcoming action depends on the progress, whether the clients demand to have a negotiation by phone or directly have a meeting in the clients' office. Mostly the negotiation happens in the clients' place. All marketing have to do the negotiation based on the procedure and direction given by the supervisor. Several forms are required to fill by the clients. The form consists of contracts, rules and regulation that have to be followed by both clients and the company. If the present writer cannot finish doing the telemarketing, the supervisor will give extended time one or two days. In doing telemarketing, the present writer has to use his English knowledge. When he is doing telemarketing with the foreign clients, he has to speak and listen to English language.

After doing a telemarketing, the present writer's next job is making an agreement with the clients who are interested in his service. Agreement can be done in the client's office or by phone. Making an agreement take 15 % of present writer's time. There are many problems in dealing with client because they always ask for the lower price. At this case, the present writer has to keep

the price at the high level. Additionally, sometimes they cancel to take our service immediately with no clear reasons. The present writer has to speak and listen to English when he has to make an agreement with the foreign client, and then he has to read and write the contract in English. Foreign clients and suppliers recently come from Japan, China, Singapore and Australia. The clients that he has handled are Ramen Sushi from Japan, Australian Bodyguard from Australia, and Chinese Furniture from China. In dealing, speaking is the most useful English skill than the others because while doing his job the present writer has to communicate directly ( orally ) with the clients.

Every Wednesday, 4.00 PM, The supervisor, the account executive, the marketing executive staff and the marketing manager will have a group meeting in order to discuss the present progress; in this meeting, we discuss some crucial or big problems in marketing service. During the group meeting, presents writer has the obligation to report his progress, all-crucial constraints that have occurred, in order to expand the new following targets.

PT Neo Promosindo supports several facilities for every marketing staff includes the present writer. The facilities are a cellular phone, facsimile and other communication equipments that can help the present writer to make an appointment, to negotiate, to do the deal with the clients, and to do a telemarketing. If the present writer has to do a survey location and meet clients and other applicants, he can borrow or use The company's car.

## **Evaluation**

The use of English language in PT Neo Promosindo is very essential. However, the present writer does not have to use all aspects of English all the time because the majority of his clients is local people. The most dominant

English skills that the present writer uses during this apprenticeship are speaking and listening. Speaking and listening are used when he has to make a deal with the foreign clients. The present writer is good at listening, but he has a weakness in speaking. Reading and writing are used when he has to make a contract for foreign clients. The present writer faces no difficulties for making it because he just has to follow the previous form and add some new information for example the time and date, title or places.

After working at PT. Neo Promosindo, the present writer concludes that all the marketing staffs should be more active and have high motivation to get lots of clients. The knowledge that the present writer has got from English for business and listening classes have given him a big contribution during the apprenticeship.