

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

In doing business with foreigners many businessmen need an interpreter, because they cannot speak and understand the language used by their business partners. The Interpreter helps to deliver the message to them to avoid misinterpretation. An interpreter should have a good listening skill, so the messages delivered will not be misinterpreted. As stated in The Difference between Translation and Interpreting that “Interpreters must have extraordinary listening abilities.” (par.3). Listening does not only involve hearing other’s explanation but also understanding the messages. In What is Listening, it is stated “Listening is the absorption of the meanings of words and sentences by the brain. Listening leads to the understanding of facts and ideas.” (par.3) Based on the quotations above it can be seen that an interpreter not only needs to have great listening skills but also should be able to understand the message.

Talking about listening skills, I had a similar experience when I did my internship for 3 weeks from 8 July until 19 August 2014. As a marketing

assistant in Hegar Company which is located in Bandung and Bali, my job was handling foreign customers but my main job was as an interpreter. In doing my job English listening skill was needed because I had to be able to hand over the information correctly and clearly.

When I did my internship, I had a difficulty in listening to foreign customers. Once I had to listen to a German customer. The customer said he needed to get a special template shape on his membrane. As I could not catch what he said, I asked him several times to get the complete information, but it was hard for me because I had a bad listening skill. As a result, I could not get what he really wanted. Therefore, I choose the topic of having difficulty in listening to customers who speak English to be analyzed to find out the causes, effects and solutions to my problem.

## B. Identification of the Problem

The research questions of my term paper are stated below :

1. Why did I have difficulty in listening to foreign customers when I did my internship as a marketing assistant?
2. How did my difficulty influence me and the customers?
3. How do I overcome the problem?

### C. Objectives and Benefits of the Study

The objectives of the study are to find out the causes, the effects and also the solutions to my problem. I believe this term paper will give a benefit mainly to Hegar Company's marketing staffs as they will get the information to know how to improve their listening skills. This term paper will also be helpful for the readers; they will know how to have better listening skills. The benefit for me as a writer is it can help me to solve my difficulty in listening to foreign customers if I work as an interpreter in the future.

### D. Description of the Institution

According to Hegar Company's brochure, Hegar is a general contractor which was established in 1992. They provide design installation service and also sell iron and steel to their customers. Hegar Company is located in Bandung in Jl. Paralon 1 no 1 and their showroom is located in Plaza IBCC, Bandung. Hegar Company also opens a branch in Bali which is located in Istana Kuta Galeria, Patih Jelantik Road Blok Broadway 2 no. 11. Kuta. They give priority to customers' safety, strong construction and aesthetic value.

## E. Method of Study

In order to solve the problem, I have collected data to support the analysis. The data that I use to complete my study is mainly based on my experience when I did my internship at Hegar Company which was recorded in my journal. My study is also supported by finding information from internet and books in Library.

## F. Limitation of the Study

The subject of this study is myself as a marketing assistant who handled foreign customers from Japan, Canada, German, Australia, Austria during my internship from 8 July until 19 August 2014 in Hegar company Bandung and Bali.

## G. Organization of the Term Paper

This term paper contains four chapters. Chapter I, the introduction of this term paper, is divided into seven parts, they are Background of the Study, Identification of the Problem, Objectives and Benefits of the Study, Description of the Institution, Method of the Study, Limitation of the Study, and Organization of the Term Paper. Chapter II discusses the causes and the effects of the problem. The solutions to the problem will be presented in Chapter III. The last Chapter, Chapter IV, is the conclusion. Finally, this term

paper is completed by a Bibliography and the Appendix, which contains a Flowchart, Internship Journal, Company Brochure.