CHAPTER I

INTRODUCTION

A. Background of the Study

Presentation is important in business because presentation is the way to provide the clients with specific information and to persuade the clients to buy the products or use the services that a company offers. Any kinds of business, including event organizers use presentations in order to win clients. Event organizers staff do many presentations to the clients before the clients make a deal with the organizers to run their events.

I did my internship in an CV Natarana Bahtera, Submarine Creative Agency (henceforth: SCA). I worked as a business development staff starting from 12 January 2015 until 12 March 2015. My main duty is meeting the clients and persuading the clients by giving presentations about the services and products that the company offers, such as events and weddings organizer, birthday parties, client's product promotion. However, I found it difficult to do presentations, especially when I had to deal with clients. SCA sometimes had clients from Australia, Germany and United States of America. As I am a student of an English program, I was always sent by SCA to meet the client in the cafe or restaurant and do

1

presentations in English to the foreigners. I was always nervous and my presentations did not run well.

In this paper, I want to discuss my difficulties in giving presentations to foreign clients. I will analyze the causes and the effects of my problem. In addition, I will try to find the solutions to solve this problem. I will analyze this problem systematically and thoroughly in the subsequent chapters.

B. Identification of the Problem

The problem is I had difficulties in giving presentations to foreign clients during my internship in SCA. The research questions are formulated in the following:

1. Why was it difficult for me to handle the foreign clients in presentations?
2. How did the problem affect me as business development staff at SCA?
3. How should I handle my difficulties?

C. Objectives and Benefits of the Study

The objectives of this final paper is to find the causes of the problem and to describe the effects of the problem. I would also like to find the best solutions to overcome the problem which I had during my internship at SCA.

The benefits of reading this paper are to help every business development staff who has a similar problem. Additionally, this paper can also provide some information to SCA, which becomes the object of my research. Hopefully, I can present the solutions which can solve my difficulties in giving presentations. Last but not least, for me as the writer of this paper, I will get knowledge on how to handle presentations to foreign clients.

D. Description of the Institution

Based on the historical information that I got from an interview (11 February 2015) with the founder Mr Ferry Herdiana, Submarine was established independently by Mr Ferry Herdiana in 2012 under the auspices of the CV Natarana Bahtera. Starting from a freelance event activity that involved Mr. Ferry since he was in high school in 2004, Mr. Ferry later decided to build his own event organizer.

SCA was finally legally established in 2014. The location of Submarine is in a residential area in South Cimahi, on Jalan Muara Takus Raya A6 No. 7. SCA was first engaged as the event organizer of some school events by providing logistical needs, with the aim of supporting several aspects such as artist, MC, setting of the stage and themes. In 2013, SCA began to spread to other events, such as weddings, birthdays, school performing arts, graduation and parties. The initial goals of SCA was to hold events that are in accordance with the needs and wants of the

clients, and to make events which have a soul, in the sense that they achieve customer satisfaction.

- Vision: Developing the business in multimedia, design and entertainment for clients' satisfaction.
- Mission: Advancing the world of entertainment, especially in Bandung. Expanding and providing the best services, showing a firm Submarine principle in every job.

E. Method of the Study

The data used in this paper were collected during my internship from January 12 until March 12, 2015 at Submarine Creative Agency. The process of collecting the data was by a direct interview and direct observation. The observation data were recorded in my internship journal. In addition, I did library research to find theories from articles and books. The theories were used to analyze the causes, effects, and potential solutions of the problem.

F. Limitation of the Study

The subject of the study is myself during my internship as one of the member of business development staff at SCA from January 12 until March 12, 2015. I focus my discussion on my difficulty in giving presentations to two Australian and one Germany clients.

4

G. Organization of the Term Paper

This term paper is divided into five parts. The first part is Chapter One. It contains the Introduction, which discusses the 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. The second part is Chapter Two, Problem Analysis. In this chapter, I discuss the causes and the effects of the problem. The third part is Chapter Three, which contains the Potential Solutions of the Problem. The fourth part is Chapter Four, which discusses the Conclusion. In this chapter, I will explain the best solutions that I choose, including the reasons why I choose the solutions. The paper ends with the Bibliography and Appendices.

Maranatha Christian University