

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

To fulfill my final assignment I did my internship at La Douche Vita, a clothing store on Jalan Gudang Utara No. 22, for one month. When I did my internship as a promotion staff, I had to do some tasks such as writing promotional content, managing the social media to promote the product, controlling Instagram, Facebook and official website of La Douche Vita. Additionally I had to cooperate with some radio stations in Bandung and I had to have partnership with Instagram celebrity. Of all the task that I had to do, writing promotional content on social media was the most difficult.

During my internship at La Douche Vita, my duty was managing Instagram Story of the store. I had to post La Douche Vita's product according to the ongoing store's activities. For example, when the promotion team and I followed fashion market at JIEXPO Jakarta, I was told to attend the event by my colleague. Then, I had to write a sentence "Come and join us, we will be at JIEXPO". Another example is when we joined a bazaar, I was told to write a persuasive sentence for Instagram story, I wrote "Feel free to visit our booth at JIEXPO for 3 days". According to my supervisor, the sentences that I had written did not make the customers interested and they were boring. As I had no experience, I had difficulty in making interesting persuasive sentences with the correct

grammar. Therefore, I would like to analyse the causes and effects of my problem to find the potential solutions (15<sup>th</sup> December 2018).

## B. Identification of the Problem

The problem that I am analyzing in this paper will be identified using the following three questions. They are:

1. Why did I find it difficult to write promotional contents at social media as a promotion staff at La Douche Vita?
2. How did the problem influence my work performance as a promotion staff?
3. How should I, as a promotion staff, do my task well?

## C. Objectives and Benefits of the Study

There are some objectives and benefits of this study. The objectives of the study are to find the causes, the effects and the solutions to the problem. Beside the objectives, the study has three benefits. The first benefit is for promotional content writers at La Douche Vita. The solutions of the problem will help promotion staff to solve the same problem they face in writing promotional content. The second benefit is for the readers. This study will give some information on how to handle promotional problem. The last benefits is by analyzing the problem, I can improve my work performance as a promotion staff in handling social media content in the future.

## D. Description of the Institution

This information is based on website and company profile of La Douche Vita. The company is a retail company which was established in Bandung in 2009. The owner is Asti Surya, a graduate from Fashion Design ITB. At the beginning, La Douche Vita sold its products online. After five years, in 2014, La Docuhe Vita decided to open a store at Gudang Utara street No. 22. The products sold are segmented for teenagers and young adults. The price offered by La Douche Vita ranges from 200.000 IDR up to 2.000.000 IDR. The products are not only sold in Indonesia but also abroad, such as Singapore and Australia. La Douche Vita frequently gets involved with fashion market in Bandung and Jakarta.

#### E. Method of the Study

To analyze the problem and find the best solutions to the problem, I will use some data by browsing the Internet for the electronic source and do library research for printed source. Besides, I will also use the data from my internship journal.

#### F. Limitation of the Study

The focus of this study is my difficulty in writing promotional content in social media as promotions staff at La Douche Vita Clothing Bandung from December 2017 until January 2018. The subject of the study is I, as a promotion staff, who is responsible in writing promotional content.

#### G. Organization of the Term Paper

This Term Paper starts with Abstract, Declaration of Originality, Acknowledgements, Table of Contents, and four chapters, Chapter I, Chapter II, Chapter III, and Chapter IV. The first chapter is the Introduction including 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 chapter is about Problem Analysis. In this chapter, I analyze the causes and the effects of the problem. The third chapter is Potential Solutions. This chapter will discuss the solutions to my problem along with their potential positive and negative effects. The fourth chapter is Conclusion, which is about the conclusion of all the chapters. The last is the References and Appendices.

