

CHAPTER I

INTRODUCTION

A. Background of the Study

I did my internship program from May 16 to August 15, 2018 at Vista Education. I worked as a member of the marketing team. My main duty is to help the marketing team, especially to do social media promotion. During the internship, I once had to prepare WWEF (World Wide Education Fair) 2018, a Vista Education fair in 5 cities on August 4-12, 2018. My task during the preparation was finding social media influencers, or celebgrams to promote WWEF 2018 before the event began. However, I found that it was not easy.

Vista marketing team and I were required to find celebgrams in 5 cities: Jakarta, Bandung, Surabaya, Malang and Bali. Each city at least must have 5 celebgrams with certain requirements from Vista they are engagement, location, price and ages. Finding the suitable celebgrams with Vista's criteria is like finding a needle in a haystack, Vista marketing team and I spent 5 weeks to find celebgrams. The celebgrams often took a long time to respond or did not reply our messages. Furthermore, the budget that was assigned for this was also limited so

that Vista marketing and I often could not afford to hire certain celebgrams because of this high fee as written in my journal on July 17, 2018.

Nowadays, using celebgrams for promotion has become a trend. Holmes' study (2015) found that "Instagram evolved from solely being a platform for social networking to a possible source of income. Using the concept of sharing on this popular forum is using it in so many different ways. A lot of businesses flocked here to utilize their services and reach out to the user base of millions" (p. 29). The development of Instagram users in Indonesia is also significant. Ganesha (2017) in an article entitled "Instagram Has 45 Milion Users in Indonesia, the Largest in Asia Pacific" states that "Instagram records more than 45 millions active users every month in Indonesia and a user growth of more than 100 percent since last year" (para. 1). Surely it makes Instagram a good platform for promoting product or service.

Thus, I would like to discuss the problem I found during my internship in my term paper. The problem will be analyzed critically so as to find the causes and solutions to it, and prevent the same problem in the future.

B. Identification of the Problem

The problem being analyzed is formulated in the following questions:

1. Why did I have difficulty in finding celebgrams as a marketing staff at Vista?
2. How did the problem that I faced affect the marketing program Vista planned?
3. How should I handle the difficulty in finding celebgrams?

C. Objectives and Benefits of the Study

This study has the objectives to find out the causes and effects of my difficulty in finding suitable celebgrams for WVEF (World Wide Education Fair) 2018 and the potential solutions of the problem. The benefits of this study for me is I would get some ideas on how to find suitable celebgrams. Furthermore, the benefits of this term paper for Vista and the readers is they could know the way to find and choose appropriate celebgrams to promote the business.

D. Description of the Institution

Based on Vista education official website, Vista education is an overseas study consultant based in Surabaya. It is established on August 1998 by Mr. Ivan Liusaputra. After 18 years of journey, Vista now has 5 divisions and 10 branches. The 5 divisions are:

1. *Vista Education Service* with Vista Education as the trade mark.
2. *English Courses* with VIP as trade mark.
3. *Vista Hospitality X-pert* with VHX as the trade mark.
4. *Vista Art And Design* with VAD as the trade mark.
5. *International test center* for TOEFL and IELTS

Vista's 10 branches are located in Jakarta (3 branches), Bandung, Surabaya (Headquarter), Bali and Malang. Vista education has a vision to be a market leader in Indonesia committed in overseas study counseling and preparation, also known for its global reputation for excellence, quality and continuous growth. The mission of Vista education is to provide total services for students in overseas

study counseling and language preparation in the forms of high quality service, commitment and professionalism. The Tanjung Duren branch was established on January 2011. It provides several services including Vista English Service, Vista Company Course and Training, Vista Overseas Study and Liu Media Marketing Partner.

E. Method of the Study

The method of study applied in this term paper is library and field research. The field research was done by collecting/gathering data from observation done during my internship. The data was collected in the internship journal. While the library research was done by searching for theories both from printed and electronic sources.

F. Limitation of the Study

The subject of my study in this term paper is me as a member of the marketing staff in Vista Tanjung Duren. The study was done during my internship from May 21st – August 14, 2018. The study focuses on my difficulty to find celebrities to do social media promotion for Vista WWEF 2018 event.

G. Organization of the Term Paper

This term paper begins with the Abstract, Acknowledgements, Table of Contents and a brief summary of this term paper in Indonesian. There are four chapters of the term paper. Chapter I, consisting of 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. Chapter II consists of the Problem Analysis, explaining the causes and effects of the problem. Chapter III contains the potential solutions along with analysis of the potential positive and negative effects. Chapter IV contains the conclusion, explaining the best solutions for the problem. The term paper ends with References and Appendices.

