

CHAPTER I

INTRODUCTION

A. Background of the Study

In business, small talk is really needed because the first time business people have a meeting to talk about business, they will not talk about business immediately. Usually, there is a chit chat that is called small talk. According to one theory from an article entitled "Small Talk", it is explained that "Small talk is a casual form of conversation that "breaks the ice" or fills an awkward silence between people" (par. 1). Small talk is important in business because "it is sometimes considered rude to say nothing" (par. 1). In the article entitled "Small Talk", there are certain topics that people often discuss during small talk, for example, "Sports, hobbies, weather, family (general questions, not questions about private matters), media, holidays, home town, job, latest fashion and trends, celebrities" (par. 2). Even though there are several suitable topics to discuss, the hardest part about making a small talk is knowing how to start a conversation. This problem also happened to me when I was doing my internship at CV Acopindo.

During my internship I had the opportunity to be an administration staff. One of my duties was to accompany my supervisor when he was doing business negotiation with buyers from Manila. In that occasions, I had to make small talks with the buyers. It was hard for me to make the small talks because I did not know how to start the conversation. I did not know what I should do during the silence and what topic I should share with the buyers from Manila. I was also afraid of making mistakes. I had a chance of having six meetings with the buyers and in each meeting I had to make a small talk with four people from Manila.

Having such a problem, I decided to choose the topic for my term paper about small talk because when I did my internship, this was my biggest difficulty. The topic of my term paper is “ Handling Problems in Doing Small Talk with Buyers from Manila during my Internship in CV Acopindo”. I analyze what causes the problem and try to find out the solutions to the problem.

B. Identification of the Problem

The problems I am going to analyze in the term paper are

1. Why is it difficult for me to have small talks with buyers from Manila?
2. How does this problem affect my performance during my internship?
3. How should I overcome the problem in having small talks with buyers from Manila?

C. Objectives and Benefits of the Study

The objectives of the study is to know why I have difficulties in having a small talk with buyers from Manila and how the problem affected my working performance. Beside this, the study also aims to find out the solutions of the problem, specially about what I should do to communicate well when having small talk with buyers from Manila. Besides the objectives, there are also find some benefits of the study. For me, the benefit is I get new experience and knowledge, I know how to make good small talk with new people that will be beneficial for my future career. The benefits for CV Acopindo are they get some advice about making small talk and they know more about how small talk is important in making a deal with new clients. Lastly, the benefit for the readers who have the same difficulties in communication skills especially in making small talk with new people from different countries, they can get some inputs on how to overcome the problem.

D. Description the Institution

Based from the interview with Marco Devian, the owner of CV Acopindo, CV Acopindo was established in 2002. The owner of CV Acopindo is Marco Devian. CV Acopindo is a garment industry which

produces jackets, t-shirts, bags, and kind of products for advertising. It is located in Jl. Aksan no 24, Bandung. There are many Big Label's promotional goods that are produced by CV Acopindo. They are Djarum Super, Gudang Garam, "3", Gold's Gym and many more. CV Acopindo has four divisions, they are marketing, administration, accounting, and production. The Marketing division has sales people to help them market the products and The Production division has two purchasing divisions to help them buying the needs. CV Acopindo has 100 workers in the production division. CV Acopindo started running an export and import business in 2005 and the first place for export was Europe.

E. Method of the Study

In doing the study, I did a library research to find theories from Internet sources and books concerning information about communication and small talk. Not only that, but I also made observation when I had an internship in which the data was written in the internship journal. The last method applied was the interview to get more data and more information about my difficulties in making small talks with buyers from Manila.

F. Limitation of the Study

Limited to this study is the problem that I encountered is making small talks with buyers from Manila when I had an internship in CV Acopindo

from July 16th 2012 until August 4th 2012. The subject of the research is myself.

G. Organization of the Term Paper

The term paper starts with the Abstract that contains the summary of the term paper in Indonesian. It is followed by Chapter I, the Introduction, which provides us with information about the problem analyzed. Chapter II, the Problem Analysis, explains the causes and effects of the problem, using theories from various sources. Chapter III, the Potential Solutions provides three potential solutions that might solve the problem along with the analysis of the potential positive and negative effects of each solution. The final chapter, Chapter IV, the Conclusion, discusses the chosen solution to overcome the problem. The term paper ends with Bibliography and Appendices containing the flowchart, interview of the analysis questions, and transcriptions of the interview.