

CHAPTER I

INTRODUCTION

A. Background of the Study

These days, health is a very popular and important issue in our society. A lot of people look for professional doctors to consult, do their health check-up, surgery, USG and other means to be healthy. Both hospitals and doctors try to provide the best services and facilities for their patients. Therefore, medical equipment products become a major factor in the health sector to support professional healthcare both in hospitals and doctors' offices.

I being interested in the health sector, I did an internship in Rajawali Medika Mandiri, a company which provides medical equipment products. There are many varieties of the products provided by the company. During my internship, I held the position as an administration staff. One of my duties is to explain the products to the clients. However, I find it difficult to do it. Besides, to study each product is not easy. There are more than one hundred

products offered by the company. Almost all of the products are unfamiliar to me.

I choose my difficulty in explaining the medical equipment product to the clients to be my term-paper topic because it is the most difficult thing I faced during my internship. I am interested in finding out the solutions to the problem because this problem can be a big problem for a company. It can make the value of trust and expertise of the company become bad due to their having an unprofessional worker who cannot explain the medical equipment products to the clients well. If the problem is not solved, the company will experience setbacks, and certainly will suffer a loss. Thus, the problem is analyzed critically and systematically so as to find out the causes of the problem. For finding the causes, I try to propose some solutions to overcome the problem so that the causes can be eliminated.

B. Identification of the Study

The problems I am going to analyze in this paper are:

1. Why do I find difficulties in explaining medical equipment products?
2. How do the difficulties affect my working performance?
3. How should I solve the problem in explaining medical equipment products?

C. Objectives and Benefits of the Study

The objectives of the study are to know why I find difficult in explaining medical equipment products and how the difficulties affect my working performance. Besides, the study also aims to find out the solution to the problem.

By doing the study, I get some information on how to improve my product knowledge. I believe this will be beneficial when I have a job later on. The information will also be beneficial for readers, especially those having the same problem. I also hope that this study can be a helpful suggestion for PT. Rajawali Medika Mandiri, which is the object of my study, about the way to give some training to interns so that the interns can do the job well.

D. Description of the Institution

Based on the Company Profile of PT. Rajawali Medika Mandiri in the company profile folder provided in the office, PT. Rajawali Medika Mandiri was first established in 1995 under the name CV. Trimulya. The company started the business by selling imported medical equipment products. CV. Trimulya did a good job at providing supplies of qualified medical equipments. In the first 2 years, the company showed increasing number of clients, because of that, CV. Trimulya developed many branches in other

cities. In 2006, CV.Trimulya changed the name became PT. Rajawali Medika Mandiri.

The company has a vision, “To be a leading company with a commitment to serve customers in providing total solution in medical equipment & software system for hospital & health system.” Whereas their missions are to:

Provide sales service & after sales service with sophisticated technology; build a solid organization by developing professionalism, dedication, commitment, integrity, and human resources competency, as well as a comfortable working environment; fulfill our determination to deliver what we promise & satisfy customer needs (par.3).

Nowadays, PT. Rajawali Medika Mandiri has more than 20 staff in many departments in the office. PT. Rajawali Medika Mandiri is very trustable in expertise and experiences, proven by the many clients they have.

E. Method of the Study

In the process of making this term paper, I use two methods of the study. The first is observation which is done when I did internship in PT. Rajawali Medika Mandiri for 30 days. The observation data is recorded in my internship journal. The second method is library research, in the library

research which I searched for theories to support my study from books which are related to my topic, and also from articles on the Internet.

F. Limitation of the Study

The problem I analyze in this term paper is about my difficulty in explaining medical equipment products to clients at PT. Rajawali Medika Mandiri. The problem is based on my experience when I did my internship from 2nd July 2012 until 10th August 2012.

G. Organization of the Term Paper

Chapter I, the Introduction of the Term Paper, contains information about the problem analyzed. Chapter II discusses the problem analysis; in which the causes and effects of the problem are analyzed. Chapter III discusses the potential solutions to solve the problem. Besides, not only potential solutions, but the potential positive and negative effects from the potential solutions are also analyzed. Chapter IV is the Conclusion, which shows the best solution to solve the problem. The paper ends with the Bibliography, which contains information about the sources that I use to write the term paper. The last is Appendices that contains a flowchart and products list.