

CHAPTER I

INTRODUCTION

A. Background of the Study

“Improving English Communication between employees and foreign clients of CV. Kirana Tama” is the topic for my term paper. I choose the topic about English communication in the workplace because I found there is a language communication problem between the employees and the clients of CV. Kirana Tama. I previously worked as an editor and English tutor of CV. Kirana Tama.

English is an essential requirement for communicating with the clients of CV. Kirana Tama because most of the time the employees deal with international clients. One survey of 100 companies engaged in international businesses revealed that between 95 and 99 percent of their business letters to other countries are written in English (Thill 456). The employees need to have English communication skills in order to communicate effectively with their foreign clients.

The employees of CV. Kirana Tama do not have enough English skills to conduct effective and efficient communication with foreign clients.

The lack of English has become a barrier for the employees as they are communicating directly with the foreign clients. According to Eunson (2), communication as applied to human interaction includes intercultural communication skills; writing skills such as grammar, punctuation, and spelling; and communicating with customers. According to the criteria's above, the communication of CV. Kirana Tama has not accomplished the criteria's of communication. First, the employees do not have intercultural communication skills since they do not master English very well. Second, they can not write an effective business letter since they lack of writing skills in English. Third, the clients of CV. Kirana Tama are mostly foreigners and the employees can not communicate well with their clients in English. From the above facts, I conclude that the root of communication problem at CV. Kirana Tama is the lack of English to communicate with the clients.

The employees communicate with the foreign clients through internet connection, so the important skills to support their work are writing and reading skills. When preparing business letters, the writer must pay particular attention to the accepted standards of clients' English grammar and usage (Thill 464). This makes grammar become one of the important elements in doing their work. However, all the employees could not use English properly, while their clients are mostly foreigners. The employees learn a little bit of English in highschoools and universities, and daily experience by surfing the internet. The employees never learn and advance their English in other formal institution before and also do not

have English studying material at all to help them learn more about English grammar.

The lack of English skills has created problems for the employees and to the company. The employees could not understand the orders from the clients and they could not carry on with their work so they tried to figure out the meaning by themselves while there might be chances they misperceive what the clients implied. Their lack of English skills could also lead to miss-understanding and miss-interpretation between the employees and the clients since they are in an intercultural communication. According to Locker (43), misunderstandings are common in communication across culture. Besides, they could not discuss or ask about their task to the clients therefore their English barrier has made the working performance at CV. Kirana Tama not effective for the employees, the clients and the company.

This problem will be analyzed by causes and effects approach more thoroughly in the next chapter. I will examine the causes of the problems followed by the effects to the working environment at CV. Kirana Tama. Then, I will try to find the best solution to solve the problem so the communication at CV. Kirana Tama can be more effective.

B. Identification of the Problem

Based on the background of the study, I conduct several research questions in order to analyze written English communication at CV. Kirana

Tama that needs to be improved to create better working performance and better communication. The questions are:

- What causes the communication problem at CV. Kirana Tama?
- How does English become an important element to the working performance at CV. Kirana Tama that has caused the working performance at CV. Kirana Tama ineffective and inefficient?
- What are the effects of the problem to the working performance at CV. Kirana Tama that makes this problem very crucial?
- How does English communication problem can be solved at CV. Kirana Tama?

I will analyze the condition of working performance at CV. Kirana Tama in order to find the root of the problem. Then, I will emphasize the causes and effects of English communication problem with the purpose of finding the best solution at CV. Kirana Tama.

C. Objectives and Benefits of the Study

The objectives of writing this term paper are to increase understanding about how to solve communication problem in the workplace, to expand my knowledge of English language, and to develop written English skills.

By writing this term paper, I hope this term paper will be useful for CV. Kirana Tama so they could improve their performance in the future so the employees could work more effectively and efficiently. I also hope that it will give benefits to the readers who find the same problem at work.

I think that by writing this term paper, I have an opportunity to expand my knowledge and understanding about working environment. I also learn to think more critically and solve problem more systematically.

D. Description of the Institution

CV. Kirana Tama (KT) is a fast-growing software outsourcing companies in South East Asia. CV. Kirana Tama is located at Adimaja Street no. 12, Bandung. Since its inception in June 2006, KT currently employs 12 extremely talented developers and designers.

CV. Kirana Tama vision is to become one of the best software developer outsourcing company among small and start up internet businesses around the world. CV. Kirana Tama's mission is to gain trust from the business community in their discipline and commitment, and in their ability to protect intellectual property. Business community in this context is the people who worked in the same area and also individuals and company that use the company's service.

CV. Kirana Tama has 3 values that have blended into the company's work culture. First, passion to improve which means that the company strives to improve the quality through bi-weekly training session, perform smaller discussions on new programming knowledge and make training materials so they can be referred to in the future. Second, accountability which means to make their work as transparent as possible, by setting up a Track-site for each of their clients. There, clients can assign job view histories, and read their progress and daily reports about the assigned job.

Third is discipline and honesty which means they read, learn and documented, so that they can do their job better.

CV. Kirana Tama's culture and technology is adapted from western knowledge. Their technology comes from the owner, Mr. Ikin Wirawan, who is a UC Berkeley, Electrical Engineering and Computer Science (EECS) honor graduate. He transfers the high work ethic, the technology and the knowledge to his company. The company's recent client is from Singapore, United States, Japan, and Britain.

E. Limitations and Method of the Study

In writing my term paper, I make limitations of the study in order to stay in the context of writing. I will explain about the English communication at CV. Kirana Tama. My analyses are based on my experience and theories. I am using theory about intercultural communication only on the language aspect. Moreover, I also use theories about human resource development to analyze the causes and effects why this problem could occur in the working environment at CV. Kirana Tama.

I gather data and theories from several sources. The theories are taken from various sources of textbooks. The other data are taken from my own work experience while I am doing my apprenticeship at CV. Kirana Tama for 45 days.

F. Organization of the Term Paper

This term paper consists of chapter one until chapter four. Chapter one, the Introduction, provides the information about the background of the problem. Chapter two, the Problem Analysis, consists of analysis about the causes and effects of the problem. Chapter three, the Potential Solutions, consists of the description of each potential solutions that might solve the problem. The last chapter; which is chapter four, the Conclusion, consists of the chosen best solution to solve the problem.