CHAPTER I

INTRODUCTION

A. Background of the Study

Nowadays, various international businesses have developed including e-commerce (electronic commerce). E-commerce is also known as electronic marketing. It has international and national markets, in the forms of online stores, foreign exchange trading, and many more.

Online businesses in Indonesia have also grown rapidly. They enable people to work in their home. As stated in an article entitled "Online Business Growing Rapidly Among Business Professionals",

Online businesses become the latest trends in Indonesia, it is grown rapidly. Researchers have proved that more than ten million people doing online business. It is very easy to start the online business, the equipments that you require to use is only an Internet connection and personal computers or laptops. Therefore, people can do online business at home. (1)

The success of online businesses cannot be separated from the existence of Internet Service Provider companies (ISP). ISP companies provide bandwidth for clients so they can use the Internet.

CentroTECH Solusindo is one of the ISP companies and online stores in Bandung which provides bandwidth and internet tools. The markets of CentroTECH Solusindo are individuals or companies, both in Indonesia and in other countries. Due to many foreign clients, good English language skills are important for the staff to have. The ability in using English can avoid misunderstanding and mistakes in handling foreign clients by phone.

I choose CentroTECH Solusindo (henceforth, CTS) because CTS is one of the best ISP companies in Bandung. It can be seen from the clients using services from CTS. Not only the public in general, but also governmental projects such as Pengadilan Tinggi, Bandung; Pengadilan Negeri, Bandung; Pengadilan Negeri, Depok and Pengadilan Negeri, Bogor use CTR services. Therefore I want to have the best experience by doing internship in that company. I worked there as a front liner. During my internship in the company, I found difficulty in handling foreign clients (clients from Germany and Australia) by phone in English. I could not provide good services for the clients; I misunderstood the clients; and I could not give the best solutions for the clients. Providing good services, understanding clients' needs, and giving best solutions for them are a front liner's jobs. However, I experienced difficulty in doing them. I choose this problem to be discussed because failure in handling clients can give disadvantages to the company, and the company can lose clients.

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B. Identification of the Problem

This study aims at discussing the following questions:

1. Why is it difficult for me to handle foreign clients by phone?

2. How can I improve myself as a front liner that I can handle the clients

   well.

C. Objectives and Benefits of the Study

The objectives of the study are to analyze the causes and the effects of not being able to handle foreign clients by phone, to find three potential solutions to solve the problem, and then to choose the best solution from all of these three solutions.

There are several benefits of this study. For the company, it is expected that this term paper will provide useful information, to give some knowledge for the staff on how to handle foreign clients by phone well. For the readers, this study can make the readers realize how important having good English language skills is, because nowadays English is a global language and it is important for doing business internationally. For myself, by writing this term paper, I can share my experience to the readers, and I can also understand the ways to analyze a situation, when I work in a company. Besides, I also learn the ways to handle foreign clients by phone in English.

D. Description of the Institution

PT. CentroTECH Solusindo is located at Jalan Batik Kumeli no 80A Bandung Jawa Barat, Indonesia. It was established in February 2006 and became a corporation since March 2007. Its vision is to be the best Internet Service Provider (ISP) and IT solution for individuals and corporate purposes in Indonesia, especially in West Java. CTS has grown rapidly since it was established. It has expanded its vision to become the qualified company that serves and provides telecommunication needs in Indonesia and internationally.

CTS is supported by professionals that have experiences on the web. CTS is partnering with DeltaNet in Wireless Internet Service Provider (WISP) and Broadband Wireless Access (BWA). The reason why CTS become partners with DeltaNet is because it is the biggest bandwidth suppliers from Jakarta. By having this partnership, we can see that CTS only makes some partnership with the professional one.

E. Method of the Study

In this term paper, the data were collected through some methods. First, they were collected in a journal that I wrote during my apprenticeship. Second, the data were gathered by doing library and Internet research.

F. Limitation of the Study

The study only discusses about the difficulty that I experienced in handling foreign clients by phone in CTS. The data were taken during my apprenticeship in that company. I did my apprenticeship from December, 15, 2009 to February 15, 2010.

G. Organization of the Term Paper

This term paper starts with an Abstract, a summary of the whole paper in Indonesian. It is followed by the Acknowledgements, which contains the list of the people who have some roles in writing this paper. This term paper then is divided into four chapters. Chapter I is the Introduction, which includes 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 is an analysis of the difficulty in handling foreign clients by phone in English, and discussing the causes and effects of the problem. Chapter III discusses the potential solutions; there are three potential solutions, with their positive and the negative effects. Chapter IV, which is the Conclusion, discusses the chosen solution for the problem. In the last part, I include the Bibliography containing the list of references and the flowchart in the Appendix.