

CHAPTER 1

INTRODUCTION

A. Background of the Study

Every good company will try to satisfy their customer's needs, which are unlimited. In order to fulfill those needs, the company should make strategies. Marketing is one of the company strategies to deliver messages about the good quality of its products to potential customers in order to be known, acknowledged and remembered.

In order to face the worldwide globalization in the year 2010, companies must prepare themselves to compete with foreign organizations. One example is an export-import company. Every single day, an export-import company deals with various foreign companies, and the marketing department is responsible for communicating with foreign buyers. It is the marketing department's task to spread a message to potential customers in order to make them notice and acknowledge their products. The marketing department has to interpret what the buyer wants in order to match the goods with the buyer's expectation.

In an export-import company, the marketing department is very essential, because without the marketing department, it is difficult for a company to promote its products to the customers. In order to do the task

properly, marketing staff should have good communication skills, especially in English. Nowadays, it is undeniable that English is the most acceptable language for international consumers. Therefore, it is very important to master English because one cannot avoid the fact that there are dynamic and global exchanges of goods throughout the world. It is clear that to have good communication skills is very important, especially for people dealing with marketing.

English is the common language used in the world of business, especially the worldwide business. That is why it is an advantage for a person who works in marketing department to be able to speak English fluently. The following quotation mentions how English can be used as the language of the world: "English can bring healthy and positive effect on the company's activities and productivity" (Griffin and Pustay, 1996:172).

All in all, I believe that the ability to use English both orally and verbally is very important. I also find out that good communication skills in English will help marketer to be able to introduce their products so their company can compete with other foreign companies. Therefore, I decide to analyze the importance of communication skills for the marketing department staff, especially in an export-import company.

B. Statement of the Problem

PT.Cahaya Sejahtera Abadi is an export-import company, which produces many kinds of jewelries. The marketing department is necessary in this company, as the company mostly deals with foreign

companies so that the marketing staff should have good communication skills, especially in English.

However, during my apprenticeship in this company, I discovered that most of the marketing staff do not have good communication skills in English and this becomes one of the major problems in this company. The problem occurs because it is difficult for the company to deal with foreign companies, as miscommunication as well as misunderstanding often occurred. As an example, I noticed that during the apprenticeship period, miscommunication and misunderstanding often happened in negotiating the products and the prices, as well as dealing with the deadlines and dispatch.

C. Objectives and Benefits of the Study

The aim of the study is to define the problem related to English communication skills in the Marketing Department of PT.Cahaya Sejahtera Abadi and propose some potential solutions; as well as offering the best solution of all.

It is expected that the study can be beneficial for PT.Cahaya Sejahtera Abadi so that they will realize that marketing staff must possess English competence to face the global competition. This study can also give information to the readers about the importance of communication in English language needed by marketing staff in an export-import company. Besides this, the study can motivate myself to learn English more seriously, especially in relation to the marketing world.

D. Description of the Institution

PT. Cahaya Sejahtera Abadi was founded on 2 August 2003 in Bandung by Mr. Sufriady lee. The background of this company is a gold retail company. The mission of this company is to develop the product marketing in other countries, because the market potential is bigger than the local market.

In 2003 this company had three staff and fifteen employees. In the first year, this company produced fifty kilograms jewelries with the local market (Indonesia) as the target. However, in 2005, the price of gold increased 75% up. This situation influenced the local market, and thus, this company did marketing exploitation for export orientation continuously.

In the third year, this company started international markets in Dubai and Hongkong. The products of this company can be accepted in the international market because this company always maintains the quality of the product.

In 2007 the price of gold has increased by almost 30%. It is caused by the ever-increasing price of petroleum. Because of Mr.Sufriady's diligence and hard work, he can maintain his company and compete with other companies of similar business. At the present time, this company can produce ten kilograms of jewelries every month and have ten staff and sixty employees.

E. Limitations of the Study

In this study, I mainly focus on the marketing department within the company, as I consider that its marketing department has a major problem in communicating in English. I apply library research in writing this term-paper and also refer to my internship journal for daily details.

F. Organization of the term paper

This term paper begins with the Abstract, a concise summary of the entire paper in Indonesia. The Declaration of Originality and the Acknowledgements follow this Abstract. After that is the Table of Contents, followed by its five chapters:

Chapter I is the introduction to the analysis

Chapter II contains the library research

Chapter III analyzes the factors of the problem

Chapter IV contains the solution of the problem

Chapter V contains the conclusion

In the final part, I present successively the Bibliography.