

CHAPTER I

INTRODUCTION

1.1 Background of Study

Bandung is already well-known as an industrial city because there are a lot of manufacturing companies in Bandung. Based on data from Ministry of Trade and Industry at the end of the year 2005 there are 2,678 manufacture factories and eighty two percent of the factories are dealing with textile. That is why there are a lot of spare-part suppliers companies in Bandung.

Mechanical seal is the spare-parts that needed by a textile factory. There is such a high demand for this kind of product and the competition to gain the demand is tough. Each supplier tries its best to gain new customers or to prevent from losing their old customers.

Making a brochure becomes so popular now, since the supplier companies realize the importance of providing more new information and promoting their mechanical seal products. Recently, brochures have been used by almost all the companies that provide mechanical seal products in Indonesia, especially in Bandung. They realize the advantages by making brochures to promote their companies and products. Through brochures

they can get a lot of attention and trust from their customers by providing the complete information about the product and service which they offer.

According to the data that I got from Ministry of Trade and Industry almost seventy-percent of textile factories in Bandung are foreign investors which means there are about 1,500 textile factories and most of them hire executive employees from abroad (expatriates) such as India, Taiwan, China, Korea, Japan and Middle East countries. Even a local factory sometimes doing an outsourcing for their management staff or operational staff from abroad. As a result, a supplier company has to make a brochure in a language that is understandable for all the customers which is the English language. In order to make sure that the information about the product is understandable, English language as the international means of communication seems to be the answer for this problem.

That is the reason why I choose the topic about how to make an appealing brochure for mechanical seal products.

1.2 Identification of the Problem

The problems that I propose to analyze are expressed in these questions:

1. What sort of English words can be used to make an appealing brochure for mechanical seal product?
2. What content should be included to provide an informative brochure for mechanical seal product?

3. Is there any relation between making an appealing English brochure with the company's or product's image?

1.3 Objectives and benefits of the study

There are several objectives that I try to achieve :

1. To find out what sort of English words can be used to make an appealing brochure of mechanical seals product.
2. To find out what kind of content should be included to provide an informative brochure for Mechanical Seal Product.
3. To find out the relation between making an appealing English brochure for mechanical seal products with the company's or product's image.

I hope that this study can give positive benefit and contribution to the mechanical seal companies which are trying to make an appealing and informative brochure about their mechanical seal product.

1.4 Limitations of the Study

I would like to limit my study so it will not be out from its scope. The limitation is expressed in these statements that :

1. The study is to find out what sort of English words that are used to provide an appealing and informative brochure of mechanical seal product.
2. The study only is concerned with the layout and the content of the mechanical seal product's brochures.

3. The study is to find what kind of effect is given by an English brochure to the company's and product's image.

1.5 Layout of the term paper

This term paper starts with an Abstract, a concise summary of the entire paper in Indonesian. This Abstract is followed by the Preface, in which I acknowledge the work and contribution of other parties. 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 deals with holds the performance of the research

Chapter IV contains the result and discussion of the research

Chapter V contains the conclusion, my comments and suggestions

In the final part, present successively the Bibliography and the Appendices.