

APPRENTICESHIP REPORT AT ALEX KALENDER TOYS DIVISION

I do my apprenticeship in the toy division of Alex's Kalender, which is located at Jalan Oto Iskandardinata No 404 Bandung. I do my apprenticeship from October 2006 until December 2006.

Toy industry has really caught my interest because I want to know more about toy business. In my opinion, toy business is one of the most promising businesses, because there are many products which are always up to date, and can attract parents to buy for their children. Children will not get bored with the various kinds of toys. Thus, I think this is the reason why this business is a never ending business, and also another reason why I am interested in this business. During my apprenticeship, I work as a supervisor assistant.

The company uses Alex's Kalender as its name because this company does not only sell toys but also posters, and calendars. This company is one of the biggest calendar companies in Bandung. Alex's Kalender has many calendar orders not only from Bandung, but also from other cities in Indonesia, and also from Malaysia and Brunei Darussalam. As for the posters division, this company produces its own posters, and sells them in wholesale to many wholesalers in West Java. The owner of this company is Mr. Alexander.

Alex's Kalender opened its first shop at Jalan Oto Iskandardinata 388, and then moved again to Jalan Oto Iskandardinata 421. Finally, the location at the moment is at Jalan Oto Iskandardinata 404 Bandung. This company started its business in 1990 and the toy division started in 2002. Since the opening, this company has improved and grown to be one of a market leader in toys, calendars, and posters division in Bandung. Most of the wholesalers especially in Bandung, order toys, calendars and posters from this company.

Alex's Kalender sells toys in wholesale and retail. The toys are imported from abroad, such as from Hongkong, Singapore and the most is from China. Alex's Kalender sells toys in several cities in Indonesia, such as Bandung, Jakarta, Tasikmalaya, Surabaya, Cirebon, Garut, and other cities in Java. This company also produces its own toys. Alex's Kalender is one of the biggest toy companies in Bandung, this is the reason why I feel confident to do my apprenticeship there.

Alex's Kalender has a few requirements for a supervisor assistant, such as: graduating from senior high school, male or female of maximum 25 years old, possessing good English skills (especially reading, writing, and translating), disciplined, highly responsible, neat and full of initiation.

I work eight hours everyday, from 09.00 until 17.00 from Monday - Friday, except on Saturday I work from 09.00 until 15.00. I have a break for one hour at noon. The routines I do during the apprenticeship are to check emails from foreign distributors about the new products, then translate them into Indonesian before I give it to my supervisor. If there is an instruction from my supervisor, I reply the emails with purchasing orders.

The skills and subjects taught in D III English Programme really help me so much in doing my apprenticeship. They are reading, writing, translating, and vocabulary. I use reading skill to read the emails, so I can get the main idea of the letter quickly. Writing is used to reply the emails in English to the foreign distributors. Translating is used to translate the emails. Translating is the most dominating and important aspect during the apprenticeship as I have to do a lot of translations. I find translation subjects given are useful because I learn how to translate texts correctly.

The strengths that I have during my apprenticeship are in translating the incoming emails and replying them in English. I also can use proper English in translating and replying the emails. On the other hand, I realize that I also have some weaknesses to improve. I have to improve my vocabulary, because sometimes I still have to look up the dictionary to find the meaning of certain words. I also do not have enough experience, so I think I have to increase my self-confidence in working with others.

After finishing the apprenticeship, I learn to be more responsible whenever I make a mistake. I also feel more confident to work with others. I improve my skills and quicker in translate texts, and also improve my reading and writing skills. I also learn new jargons about toys, such as *“die cast metal”* (mostly made from metal), *“pull back”* (the toys must be pulled back and let go before they can move forward), *“B/O”* (battery operation), *“R/C”* (remote control).

Upon the completion of my apprenticeship, I would like to suggest to Alex's Kalender that the company should buy and sell more local products because I think they are also promising. The company should also have some trainings for new workers to increase their motivation in working, and should improve teamwork to achieve the selling target in the business.

For D3 English Programme, I would like to suggest that D3 English Programme should expand cooperation with more business companies, so the students who will do their apprenticeship can have more options. I also suggest that this apprenticeship program is maintained, because through this program, the students of D3 English Programme can practice their English skills in working. As we know there are many jobs which need workers with English skills. This program also gives some work experience for the students, so it can help the students to know more about working in real world.