

I do my apprenticeship at Light Optical on Jalan Lengkong Besar 113 Bandung. I choose Light Optical as the place for the apprenticeship because I want to know more about optical business and I am personally interested in the various kinds of glasses. I choose to work as a Marketing Assistant because I expect that the English skills learnt in D-three Programme can be applied at Light Optical as the Marketing department deals with foreigners.

Light Optical is one of the companies which runs its business in marketing glasses. Door to door marketing was run when the company started the business in 1968. Then in 1971, Light Optical opened its first shop on Jalan Asia Afrika 64. The shop has moved three times and finally, the location is on Jalan Lengkong Besar 113 Bandung. The company orders the merchandise from abroad and sell it in several cities in Indonesia, such as Bandung, Tasikmalaya, Cirebon, Sumedang, Garut, Wonogiri and Palu.

To be a marketing staff in Light Optical, one should meet the following requirements:

- Minimum S1 graduates of all subject
- Male/ Female maximum 25 years old
- Familiar with Microsoft Office programmes
- Possessing good skills in written and oral English
- Understanding items of glasses such as the frame sizes and brands

- Communicative

- Neatly dressed and friendly

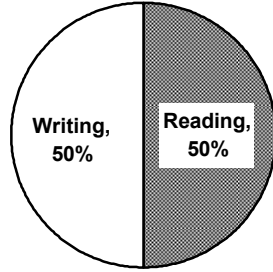
I do my apprenticeship from 20 July 2005 until 10 August 2005. I work everyday according to the schedule below:

Day	Time
Monday – Friday	09.00 – 12.00 12.00 – 13.00 (Break) 13.00 – 17.00
Saturday	09.00 – 12.00 12.00 – 13.00 (Break) 13.00 – 16.00

Everyday I should fill in the attendance list and do my daily tasks that have been given. The routine activities during the apprenticeship are to give report to the administration manager about purchase and import orders by written or orally, help to input data on purchase and import order, monitor import order, check the incoming e-mails and reply them, communicate with foreigners about import problems via internet, do the import procedures according to the company policy. To help me do the job, I use devices such as computer, the internet, telephone and facsimile.

During the apprenticeship, I, as a Marketing assistant only use writing and reading skills. Writing is used when I write letters and e-mails and reading is used when I read the e-mails. Listening and speaking skills are not used because I do not communicate orally with foreigners.

The percentage of the language skills used is presented in the pie chart below:



After finishing the apprenticeship programme, I realize my strengths which is good command of the English language especially in my reading and translation allowing me to do correspondence effectively with my customers. I also show good team work with my peers.

On the other hand, I realize that I still have several weaknesses to improve, especially my vocabulary because I still have to look up in the dictionary the meaning of certain words so it needs longer time to finish my job.

During my apprenticeship, I find translation, reading, and vocabulary subjects given in D-three programme are useful because in translation, I learn how to translate texts correctly. Reading is also useful because I learn some reading skills that help me to read the incoming e-mails and I can get the main idea quickly. In vocabulary, I learn the abbreviations used in doing correspondence by e-mails so I can write the e-mails effectively. Based on my duties as a Marketing assistant, I find that do this job is challenging because it requires responsibility and good time management to be able to finish the duties on time.

Upon completion of my apprenticeship programme, I suggest to Optic Light that the company should provide training for new workers, so as to increase their motivation and ensure good co – operation with the team work to achieve the target

of the company. For the D-three programme, I suggest this apprenticeship to always be held because this apprenticeship will give the work experience to the students.