

The object of observation that the present writer chooses to write the apprenticeship report is PT. Centrin Online Tbk. because PT. Centrin Online is one of the well-known internet service companies which has a lot of customers and the company has been improved successfully. The present writer hopes that the knowledge she has got in doing the apprenticeship can be applied in the real working world in the future.

The present writer's position at PT. Centrin Online is Marketing and Communication staff. In carrying out the work, the present writer has to be able to communicate with the customers through telephone and when doing presentation. The present writer must also be able to give the information about the product to the customers clearly. In this case, the role of English as an international language is really important to build a good communication with the customers, especially with the customers from other countries.

At the beginning of 1996, PT. Central Rama Informatik cooperated with PT. Satelindo and built an information and communication service provider company named PT. Centrin Utama. In October 1996, PT. Centrin Utama built an internet service provider in Bandung named PT. Centrin Online. The office of PT. Centrin Online is on Braga Street 76.

To be a Marketing and Communication staff, there are some requirements to be fulfilled. The present writer must :

- ✓ have a good appearance, be neat, and respectful.
- ✓ have a wide perspective, confidence and responsibility.
- ✓ be able to speak English actively, creatively, and friendly.
- ✓ have a skill in using computer and have good knowledge about internet.

As Marketing and Communication staff at PT. Centrin Online, the present writer has to :

- ✓ introduce and promote various internet services which are provided at PT. Centrin Online.
- ✓ convince the customers to use PT. Centrin Online's internet services.
- ✓ respond and give clarification for every complaints from the customers either complaints through telephone or when doing the presentation.
- ✓ give monthly written report.

There are some facilities which are provided by PT. Centrin Online to support the present writer's working process. The facilities are a computer, a telephone, brochures, and office equipments.

In carrying out her work, the present writer is responsible to the supervisor to give the monthly report about the number of customers who have used the internet service at PT. Centrin Online. The staff at PT. Centrin Online can also cooperate nicely, as a result, the work coordination can be created.

The present writer starts doing the apprenticeship from January 12, 2006 to February 4, 2006. The present writer's schedule during the apprenticeship is from Monday to Friday, starting from 8 a.m to 4 p.m, and on Saturday from 8 a.m to 1 p.m. In carrying out the work, the present writer has to promote and introduce various product services at PT. Centrin Online, such as Dial Up access,

Kabelnet services, and Wireless access, offer internet service products to the customer and handle the customer's complaints.

The present writer's most dominating tasks in her apprenticeship are introducing and promoting the products of Centrin Online through telephone, and dealing with every complaint from the customer about the products and the services of PT. Centrin Online.

In practice, the writer uses two aspects of English, they are reading and writing. Reading is often used to comprehend the content of Centrin Online site, whereas writing is used when the writer writes a report as an observation result to be submitted to the supervisor.

The apprenticeship programme has enabled the present writer to put into practice her skills of English that she has learned at the D-III Programme for English, especially the subject of Public Relation and Communication. It has been helpful for the present writer in doing her jobs such as promoting products and negotiating with customers.

In doing the apprenticeship, the spoken English is not used maximally by the present writer. It is because there are only few foreign customers. Besides, there is no foreign staff in the working area so the present writer seldom uses English in communicating with the other staff.

The apprenticeship programme not only has taught the present witer how to communicate with customers, market the products, and negotiate nicely but also the present writer gets new information about internet service products at PT. Centrin Online like Dial Up Access, Kabelnet Services, and Wireless Access. The present writer also learns to be responsible and dicipline. She has also known various kinds of customers.

To keep the good image of PT. Centrin Online and to keep the customer's loyalty in using PT. Centrin Online's products and services, the present writer

hopes that PT. Centrin Online will pay more attention to the condition inside the office building and PT. Centrin Online will increase the number of computer for Marketing division. The present writer also suggests that the Non-Degree Programme Networking should provide more places to do the apprenticeship so that the students can choose the most suitable one.

## **APPENDIX**

Monthly report at PT. Centrin Online

Kepada

Bapak Budiman Wijaya,

Berikut ini beberapa prospek sales :

1. Bukit Jaringan 26

Corporate : tempat kos agak mewah

User sudah dipasang Megavision, tinggal menunggu kesepakatan harga dan sedang didiskusikan dengan atasan.

2. Bukit Jaringan 44

Semoga menggunakan corporate : tempat kos, user baru tanya-tanya, dan masih mempertimbangkan harganya.

3. Ciumbuluit

Untuk warnet, sudah saya follow up, tapi beliau melihat koneksi daerah Ciumbuluit agak kurang bagus ( mungkin dari pengalaman beberapa minggu lalu sering terjadi down ), jadi masih dalam pertimbangan.

4. Novinds Net.

5. Bandung advertiser, Cihampelas.

6. Beberapa calon user personal.

Pada bulan Januari ini saya ingin lebih menekankan pada maintenance customer yang sudah ada, karena beberapa sudah sering komplain dan ada yang berencana untuk memutuskan koneksi atau downgrade bandwidth.

Terima kasih atas perhatian dan kerjasamanya.